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A Study of Shopping Habits in Selected Communities in Northeastern Ontario

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SUMMARY

Research Method

Telephone interviews were conducted with 2,533 households in 17 centres in Northeastern Ontario during the summer of 1973. Twelve goods or services which may have been purchased over a three-month period were included in the questionnaire as well as seven major commodities which may have been acquired over a three-year period. Adult members of randomly selected households were interviewed, regardless of sex.

General Purchasing Habits

Among the 17 centres, the proportion of households indicating a purchase of each good or service varied widely. During the three-month period, almost all of the households purchased food items and over half acquired clothing, health services, alcoholic beverages and household items. Of the major commodities the most widely purchased were home entertainment, appliances, automobiles, jewellery and furniture.

Outside Purchasing Habits

The outside buying habits of the households in the 17 largest northeastern centres varied significantly. In general, the smaller communities -- Hearst, Wawa, Espanola, Elliot Lake, Blind River,

Moosonee, Temiscaming (Quebec) and Little Current--experienced a high level of out-of-town purchasing for goods and services during both the three-month and three-year periods. In the centres with populations of over 10,000 and also New Liskeard, Parry Sound and Cochrane, outside purchasing during both periods was lower than it was in the less populated communities. For each centre, the level of out-of-town buying was higher for major commodities than for those goods and services more frequently purchased.

During the three-month period, clothing, soft goods and transportation were purchased most often in centres other than those in which the purchasers lived; for the three-year period, the highest proportion of outside purchases were made for automobiles and furniture.

In general, the high cost and limited selection of goods and services were the most often cited explanations for out-of-town buying. In the smaller communities, cost and selection tended to be more important factors in determining outside purchasing, whereas convenience and, to a lesser degree, cost and selection were important in the larger centres.

Suggested Improvements to Facilities

The facilities for purchasing goods and services in the three-month period received high criticism. The level of criticism, however, did not appear to be related to the proportion of outside

purchasing for most centres. One-third of the households felt that the cost of goods and services was too high in their home centres and 25% believed the selection was inadequate. Better quality products and more staff were also desired by householders.

Although respondents were most dissatisfied with facilities for food, clothing, health services and entertainment in the home community, out-of-town purchases were highest for clothing, soft goods and transportation.

Criticism of facilities for major purchases was low in comparison to the levels of outside purchasing. Households in the smaller centres were more critical of their local facilities than were those in the larger communities. Better selection, lower prices and better quality of goods were the three main improvements suggested by those interviewed. Furniture and automobile facilities, for which outside purchasing was the highest, received most criticism from the respondents.

Hierarchy of Communities

From the origin-destination information it is possible to define relationships between centres in the northeast regarding shopping patterns and to develop a hierarchy of communities. By grouping the 17 centres on the basis of population, a definite pattern emerges for the location of out-of-town purchasing.

In the six centres with populations of over 10,000 (Sudbury, Sault Ste. Marie, North Bay, Timmins, Kirkland Lake and Kapuskasing) the primary destination for out-of-town purchasing was Toronto, cited by almost half of the respondents. Among these six communities there was a low level of interaction with only 11% of the respondents indicating purchases in other northern locations. Other centres were visited by 24% of the householders. For households in the larger northeastern communities, there is a definite orientation to Toronto.

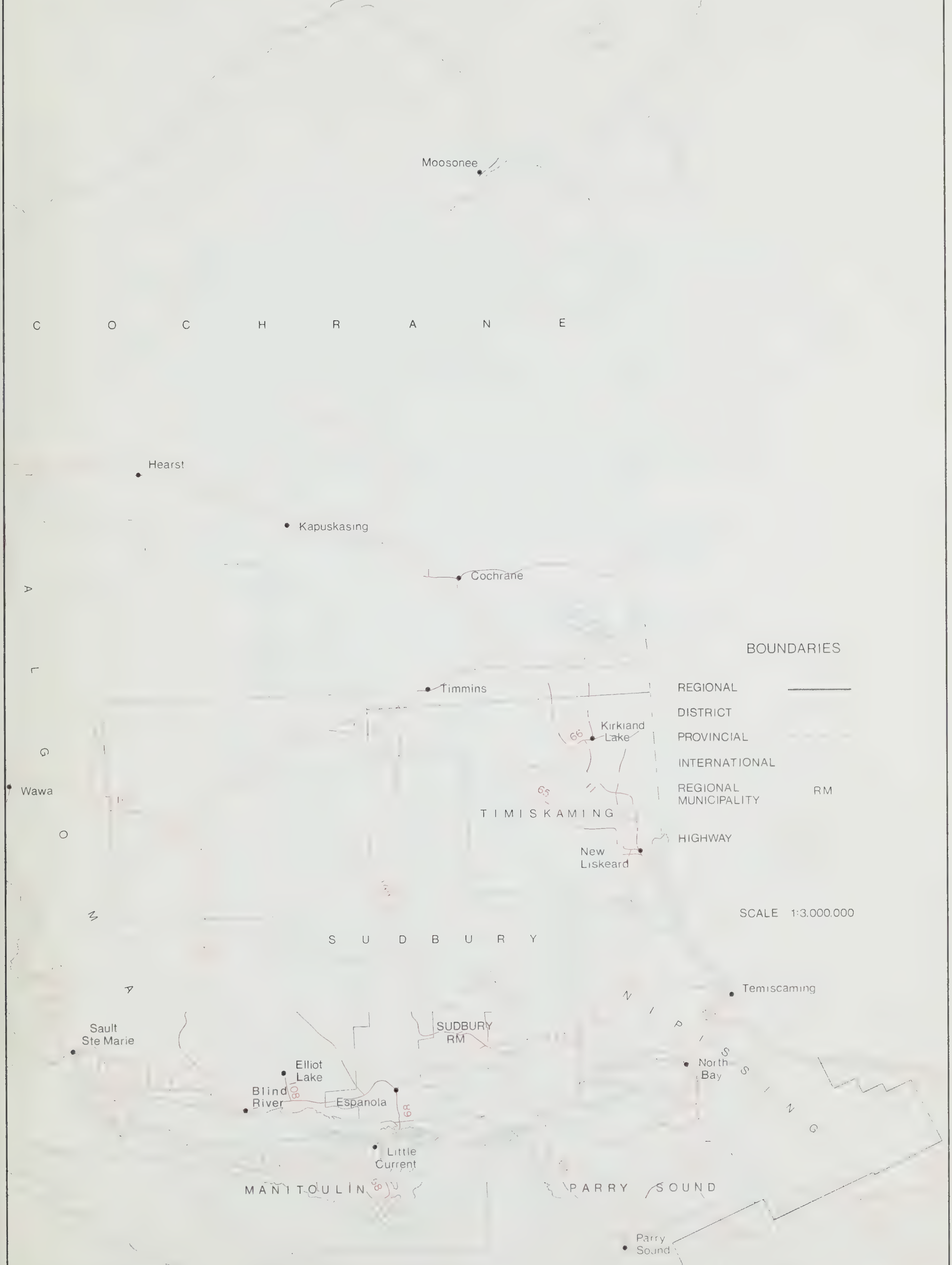
For the communities with fewer than 10,000 residents (Moosonee, Little Current, Hearst, New Liskeard, Wawa, Parry Sound, Blind River, Espanola, Cochrane and Temiscaming), Toronto was the single most important centre for out-of-town shopping, cited by 20% of the householders. One-third of the respondents, however, indicated purchases within the northeast. North Bay and Sudbury were the two most important shopping centres for the smaller communities in the region. Approximately one-third of the respondents in the smaller centres indicated purchases in "other centres", not necessarily in the northeast.

Within the northeast, none of the centres dominated the retail and service trade on a regional basis. North Bay and Sudbury, however, appear to function as retail and service centres for the smaller neighbouring communities and were the two most important centres within the region. Timmins, Sault Ste. Marie and the remaining centres attracted relatively few purchasers from other

communities in the northeast.

Toronto stands out as the regional centre for shopping by households in the northeast. For respondents in the larger communities in the region, Toronto would appear to provide retail and service functions beyond those available in northern centres. The domination of Toronto is less evident in the smaller centres. Householders in these communities depend to a greater degree on nearby communities for many purchases and only secondarily on Toronto.

NORTHEASTERN ONTARIO
LOCATION OF STUDY CENTRES AND MAJOR HIGHWAYS



ONTARIO MINISTRY OF TREASURY, ECONOMICS AND INTERGOVERNMENTAL AFFAIRS
REGIONAL PLANNING BRANCH

INTRODUCTION

In the spring and summer of 1973, the Regional Planning Branch of the Ministry of Treasury, Economics and Intergovernmental Affairs undertook a study to examine the purchasing habits of the residents in 17 communities in the Northeastern Ontario Region. The objectives of the study were to determine:

a) the purchasing habits for goods and services in the 17 centres;
b) the importance of the communities as commercial centres;
c) the adequacy of the availability of goods and services in the communities.

A questionnaire was designed for telephone interviews dealing with 19 goods or services which may have been purchased by households in the selected centres. Gruneau Research Limited was involved in the study and questionnaire design, as well as in the data analysis. A total of 2,533 interviews were completed by telephone in the summer of 1973 by R.I.S. Christie Limited.

RESEARCH METHOD

The Design

Seventeen of the largest centres of population in Northeastern Ontario were chosen for conducting interviews. The population of the communities, the number of households in 1971, and the proportion of households interviewed are listed below. The households were chosen at random in each community from the local telephone directories using a cluster sampling technique. Adult members of the household were interviewed, regardless of sex.

Location	Population[1] 1971	No. of[2] Households 1971	No. of Households Interviewed	% of Households Interviewed
North Bay	49,187	13,079	254	2
Sudbury	90,535	24,457	251	1
Sault Ste. Marie	80,332	20,921	250	1
Timmins	28,542	7,870	248	3
Temiscaming, Quebec	2,428	652	158	24
Elliot Lake	9,093	...	152	...
Kirkland Lake	15,205	4,748	147	3
Cochrane	4,965	1,302	144	11
Espanola	6,045	1,539	128	8
Blind River	3,450	922	120	13
Parry Sound	5,842	1,808	114	6
Wawa	4,874	...	105	...
New Liskeard	5,488	1,562	103	7
Hearst	3,501	842	101	12
Little Current	1,565	474	99	21
Moosonee	1,324	...	82	...
Kapuskasing	12,834	3,237	77	2
Total	325,210	83,413	2,533	3

1. Statistics Canada, Cenus of Canada, Population 1971
2. Statistics Canada, Census of Canada, Households 1971.

... Not available.

Questionnaire

A copy of the telephone questionnaire appears in Appendix III. Householders were asked a series of questions regarding their buying habits for 19 goods or services which may have been purchased over a three-month or a three-year period, and included the following:

Three-Month Period

- Food items (grocery, meats)
- Household items (hardware, utensils, cutlery)
- Clothing (men's, women's, children's)
- Entertainment (movies, plays, sports, books)
- Soft goods (fabrics, drapes, tablecloths, towels)
- Automotive accessories (batteries, tires)
- Health services (doctor, dentist, optician)
- Professional services (legal, accounting, surveying)
- Alcoholic beverages (wine, liquor, beer)
- Transportation services (air, train, bus)
- Trades (carpentry, plumbing, electrical)
- Government services

Three-Year Period

- Automobile (passenger vehicles)
- Trucks, tractors (any motor powered "heavy" equipment)
- Major furniture items (bedroom suites, dining and breakfast suites)
- Home appliances (refrigerators, stoves, washers, dryers, blenders)
- Home entertainment (T.V., radios, hi-fi, record players)
- Recreational equipment (boats, motors, golf clubs)
- Jewellery items (watches, fine jewellery, rings, diamonds)

For each of the above items, the respondents were asked to indicate the number of times a purchase had been made during the appropriate period, and the number of times the good or service had been acquired in centres other than those in which the respondents live. Those respondents who had purchased an item outside the home community were then asked where they had shopped and why they did not buy in the home centre. Finally, the respondents were asked if they felt the facilities for each item required improvement, and if so, the type of improvements.

More than one reply was possible for the questions regarding location of outside purchases, reasons for out of town buying and the nature of improvements required for the home facilities.

FINDINGS

The results of the study are presented under three main topics: general purchasing habits, outside purchasing habits, and improvements required for home retail and service facilities. The goods and services listed under the three-month and three-year periods are treated separately throughout the report. The findings are presented in the order in which the questions were asked of the respondents, and are examined by item and location where applicable.

GENERAL PURCHASING HABITS

This section is concerned with a comparison of centres regarding average purchasing frequency and the extent of purchasing for each good or service by respondents in the 17 centres. Because the data were tabulated into categories too large for averaging, the frequency of purchasing for the three-year period has been omitted.

For most goods and services, there were large discrepancies in the proportion of households in each community purchasing. No attempt has been made to explain the variance evident in the shopping patterns since a great number of factors could be involved, and would require analysis beyond the scope and purpose of this study.

Three-Month Period

Frequency of Purchasing

Each respondent was asked the number of times a purchase was made of goods and services in the three-month period. Table 1 shows the average number of times purchases were made for all items in this period while a detailed breakdown of the frequency of purchases for each community is given in Appendix II, Table 1.

The average number of times purchases were made varied considerably among the centres in the study area. In total, households purchased an average of 56.7 times. The buying of goods and services by respondents in Moosonee and Blind River was the highest, with an average frequency of 65 purchases per household, while the lowest purchasing frequency was in Elliot Lake and Parry Sound with an average of 44.7 and 45.6 times, respectively. Households in both Wawa and Temiscaming purchased less than 50 times during the three-month period.

Differences between centres with respect to the average number of times purchases were made does not reflect the variation in the amount of purchasing over the period. Since "the number of times purchases were made" does not consider the quantity or value of purchases made per shopping trip, a respondent in Sudbury may have purchased clothing on 20 occasions whereas another

TABLE 1

AVERAGE NUMBER OF PURCHASES PER HOUSEHOLD FOR ALL GOODS AND SERVICES IN THE THREE-MONTH PERIOD, BY COMMUNITY

Community	Number of Times Purchases Made	Number of Households	Average Number of Times Purchases Made Per Household
Elliot Lake	6,797	152	44.7
Parry Sound	5,199	114	45.6
Wawa	5,499	105	48.2
Timiskaming	7,729	158	48.9
Little Current	5,107	99	51.6
Kirkland Lake	7,621	147	51.8
Cochrane	7,483	144	52.0
Timmins	13,966	248	56.3
Sault Ste. Marie	14,763	250	59.1
New Liskeard	6,145	103	59.7
Kapuskasing	4,620	77	60.0
Espanola	7,684	128	60.0
Hearst	6,264	101	62.0
Sudbury	15,588	251	62.1
North Bay	16,041	254	63.1
Blind River	7,749	120	64.6
Moosonee	5,431	82	66.2
Total	143,686	2,533	56.7

in Elliot Lake may have bought a similar amount in only 15 trips. "The number of times" may indicate the level of consumer purchasing activity; it does not, however, account for the impact of purchasing on the retail or service sectors. The variation in average purchasing may also be due to differences among centres with regard to the demographic, social and economic composition of the sample. The degree to which age, household size, occupation and income have influenced the responses has not been analysed, however.

Households Purchasing

For each good or service, the extent of consumer utilization has been examined and compared for the 17 communities. (See Appendix II, Table 2). In total, food, clothing and health services were purchased by 98%, 86% and 78% of the households, respectively. Among communities, the percentage of respondents making purchases of these items was generally consistent.

Almost three-quarters of the households studied bought alcohol. The extent of alcohol purchases among the centres, however, was less consistent than with food, clothing and health services. In Hearst 85% of the households sampled bought alcohol as compared to only 50% in Little Current.

Household items such as hardware, paints and utensils were

purchased by 55% of all the respondents. In New Liskeard 67% of those interviewed, the highest value among the centres, had made such a purchase as compared to a low of 42% in Moosonee.

Over half of the respondents bought some form of entertainment during the period. In Wawa and North Bay 70% of the households indicated entertainment purchases whereas in Blind River, Little Current, Temiscaming, Kirkland Lake, Timmins and Hearst less than 45% of the respondents made this purchase.

Slightly more than half of the households bought soft goods such as linens, tablecloths, etc. In general between 45% and 60% of the respondents purchased this item in each location, with the exception of Kirkland Lake where only 35% of the households indicated a purchase.

Approximately one-third of those interviewed had purchased automobile accessories in the three-month period. In most centres, between 30% and 40% of the respondents bought such items, except in Moosonee where a low of only 21% purchased.

Government services were used by slightly more than one-third of the respondents. In Blind River only 4% of the respondents had "purchased" government services--the lowest of all the communities -- whereas over 60% of the households used such services in Cochrane, Moosonee and Timmins.

In total, 32% of the respondents made transportation purchases. The lowest purchasing of air, rail and bus services occurred in Little Current and Elliot Lake (less than 20% of the respondents). Over half of the households in Moosonee and Sudbury had purchased some form of transportation.

The use of trade services was the lowest of all items in the 17 centres with only 18% of the households purchasing.

In summary, almost all of the households purchased food in the three-month period, and over 75% acquired clothing and health services. Almost three-quarters of the households purchased alcoholic beverages, and more than half bought household items, entertainment and soft goods. Purchases of automobile accessories, government services and transportation were made by approximately one-third of the households. The least purchased itmes were trade and professional services

Three-Year Period

Households Purchasing

The distribution of households purchasing major items at least once during the three-year period is shown in Appendix II, Table 3. The level of purchasing varied significantly between the centres for each commodity.

Over half of the respondents made a purchase of home entertainment (i.e., stereos, hi-fi's, televisions, etc.). In Moosonee 75% of those interviewed made such a purchase as compared to only 29% of the respondents in Kirkland Lake.

Home appliance purchases were made by 49% of the respondents. Lowest purchasing of appliances occurred in Kirkland Lake (19% of the households). Two-thirds of the households in Espanola and Wawa bought home appliances at least once during the period.

In total, 45% of those interviewed indicated a car purchase. Only 19% of the households in Kirkland Lake purchased an automobile as compared to 59% in both North Bay and Sault Ste. Marie.

Jewellery items were purchased by 42% of the households over the three years. The proportion of respondents buying jewellery varied from a low of 27% in Kirkland Lake to a high of 56% in Kapuskasing.

In all 17 centres, 39% of the households bought furniture. Only 17% of the respondents in Kirkland Lake purchased furniture over the period as compared to 52% in North Bay.

One-third of the households in the study centres purchased recreational equipment. Once again Kirkland Lake was lowest

with 16%. The highest recreational purchases occurred in Moosonee with 57%.

Over the three-year period, households in Kirkland Lake and Elliot Lake made the fewest purchases, while respondents in Wawa, Espanola and Kapuskasing tended to buy the most. For major purchases, the proportion of households purchasing in each centre was less consistent than with purchases made during the three-month period.

OUTSIDE PURCHASING HABITS

The level of outside purchasing, the location of out-of-town purchases and the reasons for leaving the home centre to shop are each considered for both the three-month and three-year periods.

Three-Month Period

Level of Outside Purchasing by Location

The total number and percentage of outside purchases made by respondents in each of the 17 centres are shown in Table 2. Outside purchasing accounted for 12.1% of the total purchases made during the three-month period. The lowest outside purchasing occurred in Sudbury (3%), while 5% to 10% of the purchases made by households in New Liskeard, Sault Ste. Marie, Timmins, North Bay, Cochrane, Parry Sound and Kapuskasing were made in other centres. A higher proportion of outside buying occurred in Kirkland Lake, Hearst, Wawa, Espanola and Elliot Lake (between 10% and 20%). Out of town purchasing accounted for 22% and 26% of the total in Blind River and Moosonee,respectively, and for nearly one-third of the buying in Temiscaming and Little Current.

For each of the communities with populations of over

TABLE 2

PROPORTION OF PURCHASES MADE OUTSIDE FOR ALL GOODS AND SERVICES IN THE THREE-MONTH PERIOD, BY COMMUNITY

Community	Total Number of Purchases	Number of Outside Purchases	Per Cent of Purchases Made Outside
Sudbury	15,588	408	2.6
New Liskeard	6,145	298	4.8
Sault Ste. Marie	14,763	797	5.4
Timmins	13,966	787	5.6
North Bay	16,041	1,194	7.4
Cochrane	7,483	582	7.8
Parry Sound	5,199	488	9.4
Kapuskasing	4,620	447	9.7
Kirkland Lake	7,621	830	10.9
Hearst	6,264	954	15.2
Wawa	5,499	858	15.6
Espanola	7,684	1,295	16.9
Elliot Lake	6,797	1,185	17.4
Blind River	7,749	1,741	22.5
Moosonee	5,431	1,406	25.9
Timiskaming	7,729	2,492	32.2
Little Current	5,107	1,675	32.8
Total	143,686	17,437	12.1

10,000, less than 12% of the total purchasing was conducted in other locations. In the four largest centres (Sudbury, Sault Ste. Marie, North Bay and Timmins), out-of-town buying comprised less than 8% of the total.

In New Liskeard, Cochrane, and Parry Sound, with populations in 1971 of 5,488, 4,965 and 5,842, respectively, outside purchasing was lower than in many of the larger centres in the region. However, Elliot Lake, with 9,093 residents in 1971, showed outside purchasing comparable to some of the smaller communities.

One possible explanation for the low proportion of outside purchasing evident in New Liskeard, Cochrane and Parry Sound is that households in each of these centres purchased in another centre a fewer <u>number</u> of times, but the actual <u>amount</u> of purchasing may have been comparable to that of respondents in other centres. Secondly, the populations served by these three communities, or their areas of influence, may be large enough to generate retail and service functions not normally associated with communities of this size, thereby reducing the need for outside purchasing by the residents. Finally, the amount of out-of-town buying through catalogue outlets was not separately asked of the respondents in the study. It is possible that in these centres catalogue purchasing was interpreted as local shopping and resulted in a lower proportion of outside purchases.

Level of Outside Purchasing by Item

The proportion of outside purchases made by respondents for each good or service in the 17 communities is shown in Appendix II, Table 4. Few out-of-town purchases were made for alcoholic beverages, trades and government services. In total, between 11% and 13% of the purchases for health services, professional services, household items, entertainment, car accessories and food were made in other centres. Clothing, soft goods and transportation purchases were made outside by 37%, 32% and 24% of the respondents, respectively.

For most goods and services, households in Hearst, Wawa, Espanola, Elliot Lake, Blind River, Moosonee, Temiscaming and Little Current experienced the highest proportion of outside buying. For a detailed breakdown of out-of-town purchases for each location, see Appendix II, Table 4.

Location of Outside Purchasing

For 10 of the 17 centres, out-of-town purchasing has been analyzed according to where the respondents went to shop. In Table 3 the origin of the respondents is shown across the top of the table. The out-of-town buying by householders in the seven remaining centres is grouped under the "other seven centres" category, comprised of Hearst, Blind River, Parry Sound, Temiscaming, Little

TABLE 3

LOCATION OF OUTSIDE PURCHASES FOR ALL GOODS AND SERVICES IN THE THREE-MONTH PERIOD, BY COMMUNITY[1]

Location of Purchase	Community											
	Kirkland Lake		Sudbury		Cochrane		North Bay		Espanola		Timmins	
	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	-	-	1	1	4	4	-	-	-	-	2	2
New Liskeard	2	2	1	1	6	6	2	1	-	-	-	-
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	8	7	1	1	9	9	2	1	-	-	5	4
Timmins	4	3	-	-	40	40	1	1	-	-	2	2
Espanola	-	-	-	-	-	-	-	-	-	-	-	-
Sudbury	1	1	16	23	1	1	4	2	89	49	7	6
Elliot Lake	-	-	-	-	-	-	-	-	2	1	-	-
Sault Ste. Marie	-	-	1	1	-	-	1	1	1	1	-	-
Kapuskasing	1	1	-	-	4	4	-	-	-	-	2	2
Toronto	65	54	24	35	36	36	105	65	46	25	49	40
All Other Centres	38	32	20	29	11	11	37	23	15	8	14	11
No Reply	7	6	7	10	8	8	20	12	32	18	42	34
Total Respondents	120		69		99		162		181		122	

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[1] Percentages are based on the number of respondents.

... Less than .5 per cent.

TABLE 3(Cont'd)

LOCATION OF OUTSIDE PURCHASES FOR ALL GOODS AND SERVICES IN THE THREE-MONTH PERIOD, BY COMMUNITY [1]

Location of Purchase	Community New Liskeard #	%	Sault Ste. Marie #	%	Elliot Lake #	%	Kapuskasing #	%	Other Seven Centres #	%	Total #	%
Kirkland Lake	7	18	-	-	-	-	1	1	-	-	15	1
New Liskeard	-	-	-	-	-	-	-	-	-	-	11	...
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	13	13	-	-	3	2	1	1	294	22	336	13
Timmins	3	8	-	-	-	-	14	21	48	4	112	4
Espanola	-	-	1	1	-	-	-	-	-	-	1	...
Sudbury	1	3	10	8	73	38	1	1	74	5	277	11
Elliot Lake	-	-	-	-	1	1	-	-	-	-	3	...
Sault Ste. Marie	-	-	-	-	15	8	-	-	-	-	18	1
Kapuskasing	-	-	-	-	-	-	-	-	-	-	7	...
Toronto	10	25	69	53	48	25	20	29	241	18	713	28
All Other Centres	12	30	31	24	31	16	25	38	558	41	792	31
No Reply	2	5	24	19	33	17	12	18	202	15	389	15
Total Respondents	40		129		190		68		1,363		2,543	

[1] Percentages are based on the number of respondents.

... Less than .5 per cent.

Current, Wawa and Moosonee. The communities where respondents in the 10 specified centres and "other seven centres" went to make purchases are shown in the left hand column. Householders may have purchased outside in one of the 10 northern communities, Toronto or "other centres," including Montreal, Ottawa, Hamilton or any other centre not specified.

Accounting for 28% of all out of town purchasing, Toronto stands out as the single most important shopping centre for the region. "All other centres" were cited by 31% of the households purchasing outside, whereas Sudbury, North Bay and Timmins received 13%, 11% and 4% respectively. Both Kirkland Lake and Sault Ste. Marie were visited by approximately 1% of the respondents.

Destination by Location

The primary destinations for outside purchasing in each community, in order of importance may be summarized as follows:

Sudbury - Toronto, other centres

New Liskeard - North Bay, other centres, Toronto, Kirkland Lake

Sault Ste. Marie - Toronto, other centres

Timmins - Toronto

North Bay - Toronto, other centres

Cochrane - Timmins, Toronto

Kapuskasing - other centres, Toronto, Timmins

Kirkland Lake - Toronto, other centres
Espanola - Sudbury, Toronto
Elliot Lake - Sudbury, Toronto other centres
Other seven centres - other centres, North Bay, Toronto

For households in the largest centres of population in the region (Sudbury, Sault Ste. Marie, Timmins, North Bay, Kirkland Lake and Kapuskasing), the majority of out-of-town purchasing occurred in Toronto and "other centres". Between these communities there was an insignificant flow of purchases. This lack of interaction suggests that the retail and service sectors in each of the major communities provide consumers with comparable amenities. Toronto and "other centres" may fulfill retail and service functions beyond those available in the region.

In the smaller communities, a more diverse outside purchasing pattern is evident. Respondents tended to purchase goods and services in neighbouring northern centres as well as Toronto and "other centres". Espanola and Elliot Lake householders visited Sudbury most often, and secondly Toronto. North Bay received householders from New Liskeard, while Timmins was the destination for out-of-town buying by residents of Cochrane. It is apparent that larger neighbouring centres fulfill many retail and service requirements of households in these smaller communities; however, Toronto and "other centres" are also impor-

tant for purchasing goods and services.

In Table 4, the 17 communities have been grouped on the basis of their populations in order to analyze the destinations of outside purchasing for all goods and services. In the centres with populations of over 10,000, almost half of the households purchased in Toronto. In contrast, only 20% of the respondents in the smaller communities cited Toronto. "Other centres" accounted for 24% of the out-of-town buying in the larger communities and for 34% of the outside purchases in the less populated centres. In total, almost three-quarters of the households in the larger communities purchased in Toronto and "other centres" compared to slightly more than half of those respondents in the smaller communities. Only 11% of the outside purchasing by households in larger centres took place within the region, whereas over one-third of the respondents in the smaller communities purchased in neighbouring northern locations, of which North Bay and Sudbury were of most significance.

The outside purchasing pattern for the sampled communities is dominated by centres outside of the northeastern region, and in particular, by Toronto. The larger centres of the region are able to attract consumers from smaller neighbouring communities, but none of the cities are of regional significance for retail and service trade.

TABLE 4

LOCATION OF OUTSIDE PURCHASES IN THE THREE-MONTH PERIOD FOR COMMUNITIES GROUPED BY POPULATION

Location of Purchase	Communities With Populations of Less Than 10,000[1] #	%	More Than 10,000[2] #	%
Kirkland Lake	11	...	4	...
New Liskeard	6	...	5	1
Cochrane	-	-	-	-
North Bay	319	17	17	2
Timmins	91	4	21	3
Espanola	-	-	1	...
Sudbury	238	12	39	5
Elliot Lake	3	...	2	-
Sault Ste. Marie	16	...	2	...
Kapuskasing	4	...	7	...
Toronto	381	20	332	49
Other Centres	627	34	165	24
No Reply	277	14	112	16
Total Respondents Purchasing Outside	1,873		670	

... Less than .5 per cent.

[1] Includes Moosonee, Little Current, Hearst, New Liskeard, Wawa, Parry Sound, Blind River, Espanola, Cochrane and Temiscaming.

[2] Includes Sudbury, Sault Ste. Marie, North Bay, Timmins, Kapuskasing and Kirkland Lake.

Destination by Item

The location of outside purchases for each item has been analyzed for centres with populations of over 10,000 in Appendix II, Table 5, and those with fewer than 10,000 in Appendix II, Table 6. Different outside buying patterns are evident for the two groups, particularly with regard to purchases of clothing, soft goods, household items, health services and transportation.

In the larger northeastern communities, two-thirds of the households purchased clothes in Toronto, whereas fewer than one-third of the respondents went to Toronto for similar purchases from the smaller centres. North Bay and Sudbury were visited by 19% and 15% of the respondents, respectively, for clothing purchases from centres with fewer than 10,000 residents.

Soft goods were acquired in Toronto by 60% of the households in the larger centres as compared to 39% of the respondents in the smaller communities. Respondents in the less populated centres tended to make more purchases within the region.

For the communities with populations of over 10,000, approximately half of the outside purchases of household items were made in Toronto. In contrast, only 10% of the respondents in the smaller centres cited Toronto, with "other centres", North Bay and Sudbury accounting for 40%, 20% and 13% of the outside purchases,

respectively.

Over half of the respondents in the larger centres seeking health services visited Toronto as compared to only 8% of the households in the smaller communities. "Other centres", North Bay, and Sudbury were visited most often by respondents from the centres with under 10,000 residents.

For transportation, the outside purchasing pattern for the larger communities was also dominated by Toronto, whereas "other centres" and Sudbury were more important locations for such purchases to households in the smaller centres.

Reasons for Outside Purchasing

Three different but related types of reasons were given by respondents to explain why they had made purchases in other centres. In some cases, decisions to seek commodities and services elsewhere were influenced by inefficiencies perceived by consumers, whether actual or imagined, in the local retail and service sector. Inadequacies such as high prices, limited selection, and poor quality compelled respondents to purchase outside.

"Convenience" was given as another reason for out-of-town buying. In this case, a purchase might be made while the respondent was simply visiting or passing through another community, although the trip

was not specifically intended for that purpose. With "convenience" shopping it is difficult to determine whether or not the same purchase could have been made at home.

Finally, mail order or "catalogue preference" was cited by the respondents. This is not so much a reason for outside shopping as it is another method for the consumer to obtain cost, selection and quality of goods unavailable in many northern centres.

Reasons by Location

In total, "high prices" were cited by almost one-third of the respondents as the reason for outside purchasing (see Table 5). The "limited selection" of goods or services compelled 25% of the households to shop elsewhere and only 1% of the respondents left their home community due to the "poor quality" of goods and services. Over half of the respondents shopped outside for these three reasons. "Catalogue preference" was mentioned by 18% of the households interviewed and "convenience" by 12% as a reason for purchasing outside. "No reply" and "other reasons" accounted for 26% and 7% of the respondents respectively.

In Little Current, Wawa, Hearst, Elliot Lake, Espanola and Blind River, the high cost of goods and services was the most often cited explanation for out-of-town purchases.

TABLE 5

REASONS FOR OUTSIDE PURCHASING IN THE THREE-MONTH PERIOD BY COMMUNITY[1]

Reason	Community																	
	Sudbury		New Liskeard		Sault Ste. Marie		Timmins		North Bay		Cochrane		Parry Sound		Kapuskasing		Kirkland Lake	
	#	%	#	%.	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	3	4	-	-	8	6	3	2	5	3	1	1	1	1	1	1	4	3
Limited Selection	6	9	10	25	17	13	8	7	25	15	38	38	36	42	11	16	29	24
High Prices	6	9	7	18	20	16	21	17	27	16	25	25	29	34	9	13	39	33
Convenience	12	17	11	28	33	26	12	10	30	19	15	15	10	12	14	21	14	12
Prefer Catalogue	8	12	-	-	25	19	22	18	36	22	8	8	8	9	6	9	16	13
Special Treatment	5	7	4	10	4	3	3	2	3	2	1	1	6	7	7	10	4	3
Other	1	1	6	15	3	2	-	-	-	-	12	12	1	1	5	7	7	6
No Reply	34	49	6	15	39	30	72	59	53	33	19	19	22	26	19	28	19	16
Total Respondents	69		40		129		122		162		99		85		68		120	

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[1] Percentages are based on the number of respondents.

TABLE 5 (Cont'd)

REASONS FOR OUTSIDE PURCHASING IN THE THREE-MONTH PERIOD, BY COMMUNITY[1]

Reason	Community																	
	Hearst		Elliot Lake		Espanola		Wawa		Moosonee		Blind River		Temiscaming		Little Current		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	1	1	-	-	2	1	-	-	5	3	1	1	2	1	-	-	37	1
Limited Selection	35	26	48	25	48	27	28	19	48	29	58	29	140	37	39	16	624	25
High Prices	59	44	88	46	80	44	58	39	37	22	105	53	96	25	94	38	800	31
Convenience	11	8	10	5	18	4	29	19	18	11	30	15	41	11	19	8	317	12
Prefer Catalogue	29	22	35	18	77	43	36	24	29	17	47	24	31	8	48	19	461	18
Special Treatment	4	3	4	2	14	8	5	3	4	2	12	6	63	17	5	2	148	6
Other	6	4	3	2	33	18	9	6	-	-	6	3	36	10	43	17	171	7
No Reply	35	26	67	35	28	15	36	24	65	39	20	10	71	19	65	26	670	26
Total Respondents	134		190		181		149		167		200		378		250		2,543	

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[1] Percentages are based on the number of respondents.

Catalogue shopping in Espanola, Blind River, Wawa and Hearst appears to be an important means of obtaining less expensive goods and services in these locations. In each of these communities, where high cost and catalogue preference were important determinants for out-of-town buying, the proportion of outside purchases was higher than average.

Households in Cochrane, Parry Sound and Temiscaming cited the limited selection of goods and services as the reason for outside shopping more often than respondents in other centres. High prices were of secondary importance in these three communities.

For respondents in New Liskeard, Sault Ste. Marie, Kapuskasing, North Bay and Sudbury, convenience was a dominant reason given for outside buying. In these centres less than 12% of all purchases were made out of town.

Because of the variance in non-response among the communities, (between 10% and 59%) it is difficult to make valid comparisons of the reasons for outside shopping. In general, however, high cost and limited selection appear to be important factors in determining the outside purchasing in the smaller centres of the region, whereas convenience and,to a lesser degree cost and selection,are important in the larger communities.

Reasons by Item

An examination of the reasons for outside shopping for each item identifies the areas of consumer discontent associated with goods or services available at home. As evident in Appendix II Table 7, the high cost of food was expressed by 61% of the respondents as a reason for outside purchasing. High prices were also associated with household items and soft goods, and to a lesser degree with clothing and entertainment. For the remaining goods and services, cost was not an important factor in deciding to purchase outside.

For both clothing and soft goods, "limited selection" was cited by over one-third of the respondents in explaining out-of-town purchasing. Twenty per cent of the households travelled to other centres for purchases of professional services and entertainment for this reason.

A preference for catalogue shopping was expressed by 41% of the households who purchased soft goods outside, 37% buying clothing, and 17% of the respondents purchasing household items. Catalogue buying appears to provide consumers with alternative cost and selection of these three items.

Alcoholic beverages were purchased out-of-town by 31% of the households because of convenience. Convenience was also an important

factor in outside purchases of professional services and automobile accessories.

Three-Year Period

Level of Outside Purchasing by Location

The number and percentage of households purchasing goods outside the home community for the three-year period are shown in Table 6. The percentages are based on the number of households making at least one purchase, since the response categories were too large for accurate averaging. The relative importance of outside buying for each community is indicated by the "total outside purchasing".

During the three-year period, households in New Liskeard, Sault Ste. Marie, Sudbury and Timmins had the lowest outside purchasing (less than 20%). Between 20% and 30% of the total purchases in Kapuskasing, Kirkland Lake, Cochrane, North Bay, Hearst and Parry Sound occurred in other centres. In Blind River, Elliot Lake, Moosonee, Espanola and Wawa, between 30% and 40% of the buying was outside and approximately half of the purchasing in Little Current and Temiscaming was in other communities.

For all centres, the proportion of out-of-town purchases was higher during the three-year period than the three-month period. In both periods, households in Blind River, Elliot Lake, Moosonee,

TABLE 6

NUMBER AND PERCENT OF HOUSEHOLDS MAKING AT LEAST ONE OUTSIDE PURCHASE OF GOODS IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

Community	Item							
	Automobiles		Trucks, Tractors		Major Furniture		Home appliances	
	#	%	#	%	#	%	#	%
New Liskeard	9	16	-	-	6	12	3	5
Sault Ste. Marie	20	14	3	6	15	14	15	10
Sudbury	25	20	2	20	12	11	6	5
Timmins	10	13	5	20	7	9	16	14
Kapuskasing	7	16	-	-	15	33	6	13
Kirkland Lake	6	21	1	25	9	36	5	18
Cochrane	26	37	7	26	17	30	15	25
North Bay	52	35	10	40	34	26	37	24
Hearst	19	59	2	20	5	17	2	9
Parry Sound	13	31	1	9	13	35	9	19
Blind River	16	31	4	25	17	46	21	40
Elliot Lake	25	64	5	36	11	35	18	40
Moosonee	11	52	1	6	21	50	12	27
Espanola	20	27	5	46	25	45	44	52
Wawa	34	57	9	75	23	43	27	39
Little Current	24	44	5	31	33	83	32	60
Temiscaming	39	55	8	40	31	56	39	49
Total Purchasing Outside	356	31	68	24	294	30	307	25
Total Not Purchasing Outside	788	69	214	76	690	70	938	75
Total Purchasing	1,144	100	282	100	984	100	1,245	100

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[1] Percentages are based on the number of respondents indicating at least one purchase.

TABLE 6 (Cont'd)

NUMBER AND PERCENT OF HOUSEHOLDS MAKING AT LEAST ONE OUTSIDE PURCHASE OF GOODS IN THE THREE-YEAR PERIOD, BY COMMUNITY

Community			Item					
	Home Entertainment		Recreational Equipment		Jewellery		Total Purchasing Outside	
	#	%	#	%	#	%	#	%
New Liskeard	7	11	4	9	5	9	34	10
Sault Ste. Marie	13	8	9	10	9	8	84	10
Sudbury	14	11	8	10	6	5	73	10
Timmins	18	13	8	11	11	13	75	13
Kapuskasing	8	16	9	25	8	19	53	20
Kirkland Lake	8	19	5	22	4	11	38	21
Cochrane	12	14	8	23	18	28	103	26
North Bay	37	25	18	18	32	23	220	26
Hearst	10	24	7	23	7	22	52	26
Parry Sound	15	33	14	39	10	29	75	29
Blind River	25	32	13	34	7	16	103	32
Elliot Lake	18	32	4	10	11	26	92	34
Moosonee	25	40	13	28	17	40	100	36
Espanola	30	33	23	48	17	24	164	38
Wawa	21	32	9	21	21	37	144	40
Little Current	27	48	10	39	15	33	146	50
Temiscaming	32	46	22	54	34	65	205	53
Total Purchasing Outside	320	23	184	22	232	22	1,761	25
Total Not Purchasing Outside	1,079	77	651	78	834	78	5,194	75
Total Purchasing	1,399	100	835	100	1,066	100	6,955	100

Espanola, Wawa, Little Current and Temiscaming had higher outside purchasing than the other communities in the region.

Level of Outside Purchasing by Item

For all major commodities, the level of outside purchasing was fairly high. Slightly less than one-third of the respondents purchasing automobiles and furniture bought outside the home centre. Between 20% and 25% of the households purchasing appliances, home entertainment, recreational equipment, jewellery and trucks travelled to other centres. As indicated in Table 6, the percentage of outside buying varied greatly among the communities.

Over half of the households in Elliot Lake, Hearst, Wawa, Temiscaming, and Moosonee purchasing automobiles went out of their communities to buy. Fewer than 20% of the car purchases by respondents in Timmins, Sault Ste. Marie, New Liskeard and Kapuskasing occurred in other centres.

Almost all of the households which acquired furniture in the three-year period in Little Current bought outside the community and over 40% of the households in Temiscaming, Moosonee, Blind River, Espanola and Wawa did not purchase in the home centre. Timmins, Sudbury, New Liskeard, Sault Ste. Marie and Hearst were characterized by a low proportion of out-of-town purchases of furniture.

Location of Outside Purchasing

The flow of outside purchases over the three-year period is shown in Table 7 for the 10 selected centres. "Other centres" accounted for 35% of the total outside purchases and Toronto 25%. Over half of the purchases were made in centres other than the 17 in the study. Sudbury, and North Bay received 10% and 9% respectively of the outside purchases; 2% went to Timmins and 1% to Sault Ste. Marie. In the three-year period slightly more outside buying occurred in "other centres" than during the three-month period, and slightly fewer purchases were made in the selected northern centres and Toronto.

The destinations of outside purchases for each of the study centres in order of importance were as follows:

Kirkland Lake - Toronto, other centres, North Bay
Elliot Lake - Sudbury, other centres, Toronto
Timmins - Toronto, other centres
Sudbury - Other centres, Toronto
Cochrane - Other centres, Toronto, Timmins
New Liskeard - Toronto, other centres, North Bay, Kirkland Lake
Sault Ste. Marie - Toronto, other centres
North Bay - Other centres, Toronto
Espanola - Sudbury, Toronto, other centres
Kapuskasing - Other centres, Toronto, Sudbury
Other seven centres - Other centres, Toronto, North Bay, Timmins

TABLE 7

LOCATION OF OUTSIDE PURCHASES IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

	Community											
Location of Purchase	New Liskeard		Sault Ste.Marie		Sudbury		Timmins		Kapuskasing		Kirkland Lake	
	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	5	15	-	-	-	-	-	-	-	-	-	-
New Liskeard	-	-	-	-	1	1	-	-	-	-	-	-
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	8	24	4	5	5	7	1	1	2	4	5	13
Timmins	-	-	-	-	-	-	-	-	5	9	2	5
Espanola	-	-	1	1	-	-	-	-	-	-	-	-
Sudbury	-	-	2	2	7	10	-	-	7	13	-	-
Elliot Lake	-	-	-	-	-	-	-	-	-	-	-	-
Sault Ste. Marie	-	-	-	-	-	-	-	-	-	-	-	-
Kapuskasing	-	-	-	-	-	-	-	-	-	-	1	3
Toronto	16	47	38	45	22	30	30	40	7	13	21	55
Other Centres	9	26	20	24	24	33	10	13	27	51	7	18
No Reply	1	3	19	23	13	18	33	44	5	9	2	5
Total Respondents	34		84		73		75		53		38	

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[1] Percentages are based on the number of respondents

TABLE 7 (Cont'd)

LOCATION OF OUTSIDE PURCHASES IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

Location of Purchase	Community Cochrane		North Bay		Elliot Lake		Espanola		Other Seven Centres		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	2	2	1	...	-	-	-	-	-	-	8	...
New Liskeard	3	3	1	...	-	-	-	-	-	-	5	...
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	6	6	-	-	1	1	1	1	120	15	153	9
Timmins	21	20	3	1	1	1	-	-	10	12	42	2
Espanola	-	-	-	-	-	-	-	-	-	-	1	...
Sudbury	-	-	10	5	33	36	62	38	59	7	180	10
Elliot Lake	-	-	1	...	-	-	1	1	-	-	2	...
Sault Ste. Marie	1	1	2	1	4	4	4	2	-	-	11	1
Kapuskasing	2	2	4	2	-	-	-	-	-	-	7	...
Toronto	24	23	72	33	17	18	37	23	150	18	434	25
Other Centres	30	29	101	46	5	5	34	21	350	42	618	35
No Reply	15	15	25	11	33	36	25	15	143	17	314	18
Total Respondents	103		220		92		164		825		1,761	

[1] Percentages are based on the number of respondents

... Less than .5 percent.

Out-of-town purchasing by households in Timmins, Sudbury, Sault Ste. Marie, North Bay, Kirkland Lake and Kapuskasing occurred mainly in "other centres" and Toronto. In the smaller communities, outside purchasing took place in larger centres within the region, as well as "other centres" and Toronto. In general, the level of interaction between the northern communities for major purchases appears to be insignificant as the purchasing pattern is dominated by centres outside of the region.

In Table 8, the 17 centres have been grouped according to their populations to compare differences in the purchasing patterns for communities with over 10,000 residents to those with fewer than 10,000. Households in the smaller communities made a greater proportion of the outside purchases in northern centres, particularly in North Bay and Sudbury, than did households in centres with over 10,000 residents. Toronto was cited by 19% of the respondents in the smaller centres, as compared to 35% in the larger communities for out-of-town purchases. "Other centres" accounted for approximately one-third of all purchases in both the larger and smaller centres.

Destination by Item

In Appendix II, Table 8, the destinations of out-of-town purchasers from all communities with populations of more than 10,000 are show by item; for centres of under 10,000 residents, the location of outside purchases are shown in Appendix II, Table 9.

TABLE 8

LOCATION OF OUTSIDE PURCHASES IN THE THREE-YEAR PERIOD FOR COMMUNITIES GROUPED BY POPULATION

Location of Purchase	Communities With Populations of Less Than 10,000[1] #	%	More Than 10,000[2] #	%
Kirkland Lake	7	1	1	...
New Liskeard	3	...	2	...
Cochrane	-	-	1	...
North Bay	136	11	16	3
Timmins	32	3	10	2
Espanola	-	-	-	-
Sudbury	154	12	26	5
Elliot Lake	1	...	1	...
Sault Ste. Marie	8	1	3	1
Kapuskasing	-	-	5	1
Toronto	244	19	190	35
Other Centres	428	33	190	35
No Reply	217	17	97	18
Total Respondents Purchasing Outside	1,218		543	

... Less than .5 per cent.

[1] Includes Moosonee, Little Current, Hearst, New Liskeard, Wawa, Parry Sound, Blind River, Espanola, Cochrane and Temiskaming.

[2] Includes Sudbury, Sault Ste. Marie, North Bay, Timmins, Kapuskasing and Kirkland Lake.

The two tables indicate the differences in the purchasing habits for major commodities between the larger and smaller centres in the region.

For automobile purchases, respondents in the smaller communities made a greater number of visits to "other centres" and Toronto dominated out-of-town buying in the larger communities.

Nearly 90% of the households in the larger communities who acquired home entertainment purchased in Toronto and "other centres" as compared to approximately 60% in the communities with fewer than 10,000 residents. North Bay and Sudbury accounted for 10% and 12%, respectively, of such purchases by households in the smaller centres.

Households in the smaller northern centres made 28% of their furniture purchases in neighbouring centres, as compared to only 7% of the respondents in larger communities. Toronto was the most important location for such purchases by householders in centres with more than 10,000 population, whereas "other centres" were more important to the smaller communities.

Almost one-third of the respondents could not specify where outside purchases of appliances had been made. The respondents in the larger centres, however, indicated more purchases in Toronto and "other centres", whereas in the smaller communities, the location of outside purchasing of appliances was more diverse.

Between 65% and 75% of the respondents who acquired jewellery and recreational equipment purchased in Toronto and "other centres". Only half of these purchases by households in the smaller communities were in Toronto and other centres . In the smaller communities, automobiles were acquired by almost half of the respondents in "other centres" and only 8% bought in Toronto. In the centres with over 10,000 residents, "other centres" and Toronto accounted for 34% and 23%, respectively. North Bay and Sudbury were more important locations for automobile purchasing to households in the smaller communities.

For each major commodity, it appears that households in the smaller northeastern centres rely to a greater degree on neighbouring communities, particularly North Bay and Sudbury, for outside purchases than do households in larger centres.

Reasons for Outside Purchasing

The reasons given by respondents for outside buying over the three-year period are shown in Table 9. High prices of goods in the home centre was given by 37% of the households as the reason for purchasing in other centres. The "limited selection" of goods, and "convenience" were each cited by 19% of the respondents and 14% preferred catalogues as a means of shopping. Only 1% of the households mentioned either "poor quality" or "special treatment" as reasons. "Other reasons" and "no reply" accounted for 8% and 22% of the respondents, respectively.

TABLE 9

REASONS FOR OUTSIDE PURCHASING IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

Reason	Community Kirkland Lake		Sudbury		Hearst		Cochrane		North Bay		Espanola	
	#	%	#	#	#	%	#	%	#	%	#	%
Poor Quality	2	5	1	1	2	4	-	-	10	5	1	1
Limited Selection	10	26	8	11	14	27	17	17	15	7	32	20
High Prices	16	42	24	33	18	35	31	30	80	36	88	54
Prefer Catalogue	10	26	2	3	7	13	8	8	18	8	50	30
Convenience	5	13	21	29	2	4	14	14	88	40	16	10
Special Treatment	-	-	-	-	-	-	1	1	-	-	-	-
Other	4	11	1	1	4	8	21	20	6	3	23	14
No Reply	2	5	22	30	17	33	26	25	29	13	21	13
Total Respondents	38		73		52		103		220		164	

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[1] Percentages are based on the number of respondents.

TABLE 9 (Cont'd)

REASONS FOR OUTSIDE PURCHASING IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

Reason	Community Timmins		New Liskeard		Sault Ste. Marie		Elliot Lake		Kapuskasing		Parry Sound	
	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	-	-	-	-	-	-	-	-	2	4	-	-
Limited Selection	6	8	7	21	6	7	9	10	10	19	38	51
High Prices	12	16	20	59	28	33	34	37	24	45	30	40
Prefer Catalogue	10	13	1	3	13	15	11	12	2	4	6	8
Convenience	12	16	3	9	14	17	8	9	16	30	8	11
Special Treatment	-	-	-	-	1	1	-	-	4	8	-	-
Other	1	1	5	15	1	1	6	7	1	2	5	7
No Reply	40	53	4	12	26	31	42	46	7	13	13	17
Total Respondents	75		34		84		92		53		75	

[1] Percentages are based on the number of respondents.

TABLE 9 (Cont'd)

REASONS FOR OUTSIDE PURCHASING IN THE THREE-YEAR PERIOD, BY COMMUNITY[1]

Reason	Community											
	Blind River		Temiscaming		Little Current		Wawa		Moosonee		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	-	-	2	1	-	-	-	-	2	2	22	1
Limited Selection	34	33	58	28	17	12	35	24	33	23	339	19
High Prices	46	45	58	28	59	40	49	34	21	21	647	37
Prefer Catalogue	21	20	7	3	29	20	31	22	17	17	247	14
Convenience	23	22	38	19	21	14	34	24	-	-	340	19
Special Treatment	-	-	7	3	-	-	-	-	-	-	13	1
Other	5	5	11	5	22	15	22	15	1	1	144	8
No Reply	9	9	58	28	30	21	19	13	30	30	395	22
Total	103		205		146		144		100		1,761	

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[1] Percentages are based on the number of respondents.

Reasons by Location

In most of the communities, with the exceptions of North Bay, Timmins and Parry Sound, the high cost of goods was cited as the main reason for outside buying. The high cost was of particular importance in determining out-of-town buying in New Liskeard, Espanola, Kapuskasing and Blind River. Households in Parry Sound, Blind River, Temiscaming, Hearst and Kirkland Lake cited the limited selection as a reason for outside shopping more often than respondents in other centres. In Parry Sound, limited selection was the dominant explanation for out-of-town shopping.

A preference for catalogue shopping was expressed in Espanola, Kirkland Lake, Wawa, Little Current, Moosonee and Blind River. In these smaller communities both high cost and limited selection influenced respondents to purchase by catalogue from other centres. To some degree catalogue shopping enables the consumers in these locations to overcome the problems of cost and selection.

Convenience was the reason most often cited by respondents in North Bay, Sudbury, Kapuskasing and Wawa for outside buying.

In general, the outside purchasing of households in the smaller communities appears to be determined by cost and selection

to a greater degree than in the larger centres. However, due to the varying ratios of no reply, it is difficult to make valid comparisons of the reasons for outside purchasing among the centres.

Reasons by Item

The most important reason given by respondents for outside purchasing of the major commodities, with the exception of jewellery, was the high cost. Most out-of-town purchases of jewellery were a result of convenience. "Convenience" was of secondary importance in the purchasing of automobiles and trucks and tractors. Both "limited selection" and a preference for catalogue shopping were given as reasons for purchasing appliances, furniture and home entertainment in other centres, but were less important factors than cost. See Appendix II, Table 10 for details.

SUGGESTED IMPROVEMENTS TO FACILITIES

In this section, the levels of dissatisfaction with home retail and service facilities are examined, as well as the specific improvements suggested by the respondents. Relationships between levels of out-of-town buying and dissatisfaction with facilities are also considered.

Three-Month Period

Dissatisfaction with Facilities by Location

To determine the attitude of householders in each community regarding their retail and service facilities, all of the respondents were asked if any improvements could be made, whether or not they had made a purchase. In Table 10, the responses have been grouped for the various goods and services and the centres ranked according to the level of dissatisfaction.

Households in Timmins and New Liskeard expressed the least dissatisfaction with their retail and service facilities. Between 20% and 25% of the respondents in Sudbury, North Bay, Kapuskasing, Cochrane, Little Current and Temiscaming felt that improvements should be made. In Parry Sound, Wawa, Kirkland Lake and Elliot Lake, between 26% and 30% of the respondents were dissatisfied and almost one-third of the households in Hearst and Sault Ste.Marie

TABLE 10

IMPROVEMENTS REQUIRED TO HOME FACILITIES BY COMMUNITY
(THREE-MONTH PERIOD)

Community	Need Improvement		Need No Improvement		No Reply		Total	
	#	%	#	%	#	%	#	%
Blind River	607	42	524	36	309	22	1,440	100
Hearst	388	32	696	57	128	11	1,212	100
Sault Ste.Marie	928	31	1,510	50	562	19	3,000	100
Moosonee	289	29	554	57	141	14	984	100
Espanola	445	29	896	58	195	13	1,536	100
Elliot Lake	536	29	1,256	69	32	2	1,824	100
Kirkland Lake	469	27	1,171	66	124	7	1,764	100
Wawa	324	26	602	48	334	26	1,260	100
Parry Sound	354	26	857	63	157	11	1,368	100
Temiscaming	469	25	1,054	55	373	20	1,896	100
Little Current	284	24	731	61	173	15	1,188	100
Cochrane	415	24	1,122	65	191	11	1,728	100
Kapuskasing	205	22	630	68	89	10	924	100
North Bay	640	21	2,097	69	311	10	3,048	100
Sudbury	631	21	2,333	77	48	2	3,012	100
New Liskeard	157	13	970	78	109	9	1,236	100
Timmins	282	9	2,554	86	140	5	2,976	100
Total	7,423	25	19,557	64	3,416	11	30,396	100

expressed some need for improvement. The respondents in Blind River were the least satisfied with retail and service facilities, as 42% indicated that improvements could be made.

Outside Purchasing and Dissatisfaction by Location

There appears to be no relationship between the level of outside purchasing and dissatisfaction with retail and service facilities in each location. In Sudbury, for example, 21% of the households felt need of improvements to shopping facilities, yet Sudbury had the lowest outside purchasing of the 17 centres. Households in Sault Ste. Marie made only 5.4% of the purchases outside, whereas 31% expressed dissatisfaction with facilities. In Little Current, where the highest outside purchasing occurred, only 24% of the households were dissatisfied with the retail and service facilities at home.

Suggestions for Improvement by Location

Those respondents who expressed dissatisfaction with their home facilities were asked to give suggestions for improvement. A detailed breakdown by location is given in Appendix II, Table 11.

In total, a need for less expensive goods and services was mentioned by slightly less than one-third of the respondents. Twenty-seven per cent felt a better selection of goods and services

was necessary. Improved quality and more staff were desired by 16% and 12% of the respondents,respectively.

As can be seen in Appendix II, Table 11, the suggestions for improvement vary from centre to centre. Dissatisfaction with high prices was cited more often by respondents in Wawa, Little Current, Elliot Lake, Blind River and Kapuskasing than by respondents in other centres. Households in Hearst, New Liskeard, Espanola and Cochrane felt the selection of goods and services could be improved at home, while better quality was cited more often by households in Sault Ste. Marie and Blind River. The lack of staff was criticized in Kirkland Lake, Timmins, Blind River, and Espanola. Other improvements, such as better parking, a new complex, faster delivery, etc., received little criticism from the respondents.

Cost and selection, the two most often cited improvements, were also the two major reasons for outside purchasing. Although the quality of the goods and staffing of facilities were not important in determining outside purchasing, some of the respondents viewed them as inadequate and requiring improvement. It is apparent that the cost and selection of goods and services are of the most importance in determining outside purchasing habits, where as other factors, such as quality, staff, parking, etc., could stand improvement but do not directly influence outside purchasing.

Dissatisfaction with Facilities by Item

In Table 11, each good and service has been ranked according to the percentage of dissatisfaction expressed with the facilities by households in all 17 locations. Over half of the respondents felt that food and clothing facilities required improvement. Dissatisfaction with health services was expressed by 37% of the households interviewed and one-third desired improved entertainment. Criticism of soft goods and transportation facilities were made by 25% and 21% of the respondents respectively. Slightly less than 20% were dissatisfied with facilities for government services and household items, and under 15% of the households criticized facilities for trades, automobile accessories, professional services and alcoholic beverages.

Outside Purchasing and Dissatisfaction by Item

In spite of the high criticism expressed by respondents of food facilities (53%), out-of-town buying was relatively low. For clothing, both the level of outside purchasing and dissatisfaction with facilities were high, and similarly with soft goods and transportation. Approximately one-third of the households were critical of health services and entertainment facilities; out-of-town buying, however, was low. For the remaining goods and services, the levels of outside buying and dissatisfaction were generally low.

TABLE 11

IMPROVEMENTS REQUIRED TO HOME FACILITIES BY ITEM (THREE-MONTH PERIOD)

Item	Need Improvement		Need No Improvement		No Reply		Total	
	#	%	#	%	#	%	#	%
Food	1,342	53	1,130	45	61	2	2,533	100
Clothes	1,341	53	1,100	43	92	4	2,533	100
Health Services	932	37	1,502	59	99	4	2,533	100
Entertainment	834	33	1,432	56	267	11	2,533	100
Soft Goods	637	25	1,663	66	233	9	2,533	100
Transportation	519	21	1,673	66	341	13	2,533	100
Government Services	452	18	1,727	68	354	14	2,533	100
Household Items	416	16	1,884	75	233	9	2,533	100
Trades	313	12	1,757	69	463	19	2,533	100
Automobile Accessories	234	9	1,856	74	443	17	2,533	100
Professional Services	227	9	1,737	69	569	22	2,533	100
Alcoholic Beverages	189	8	2,154	85	190	7	2,533	100
Total	7,436	24	19,615	65	3,345	11	30,396	100

Although the householders were most dissatisfied with facilities for purchasing food, clothing, health services and entertainment in the home centre, out-of-town purchasing was the highest for clothing, soft goods and transportation.

Suggestions for Improvement by Item

A detailed breakdown of the suggested improvements for each good and service is given in Appendix II, Table 12. Over 60% of the respondents were dissatisfied with the high cost of food. For clothing, soft goods and household items, most of the respondents criticized the limited selection and, to a lesser degree, the cost of these items. Dissatisfaction over entertainment and government services concerned the poor quality; and the major complaint in the area of health services was the lack of staff.

Three-Year Period

Dissatisfaction with Facilities by Location

In total, only 12% of the respondents felt that some improvements were required to the facilities for major purchases. The communities are ranked in Table 12, on the basis of dissatisfaction with facilities. In the larger centres, less than 12% of the respondents believed improvements were necessary, whereas between 13% and 23% of the households in the smaller communities were not satisfied with the facilities at home.

Outside Purchasing and Dissatisfaction by Location

Timmins, New Liskeard and Sudbury each had low levels of out-of-town buying and low criticism of facilities. This relationship between the level of outside purchasing and dissatisfaction, however, is not applicable to all centres. In Sault Ste. Marie, for example, outside buying was low (less than 20%); however, there was high dissatisfaction with facilities for purchasing major commodities. Similarly in Little Current and Temiscaming, over half of the households were critical of home facilities although only 25% of the respondents made out-of-town purchases.

Suggestions for Improvement by Location

The types of improvement desired by respondents in each

TABLE 12

IMPROVEMENTS REQUIRED TO HOME FACILITIES BY COMMUNITY (THREE-YEAR PERIOD)

Community	Need Improvement		Need No Improvement		No Reply		Total	
	#	%	#	%	#	%	#	%
Blind River	196	23	489	59	155	18	840	100
Wawa	154	21	345	47	236	32	735	100
Parry Sound	154	19	543	68	101	13	798	100
Moosonee	110	19	358	62	106	18	574	100
Espanola	159	18	590	66	147	16	896	100
Hearst	123	17	458	65	126	18	707	100
Cochrane	156	15	703	70	149	15	1,008	100
Temiskaming	141	13	624	56	341	31	1,106	100
Elliot Lake	128	12	914	86	22	2	1,064	100
Sault Ste.Marie	210	12	1,117	64	423	24	1,750	100
Little Current	79	11	495	72	119	17	693	100
Kapuskasing	56	10	407	76	76	14	539	100
Sudbury	170	10	1,542	88	45	2	1,757	100
Kirkland Lake	92	9	797	77	140	14	1,029	100
North Bay	153	9	1,348	76	277	15	1,778	100
New Liskeard	62	9	564	78	95	13	721	100
Timmins	33	2	1,554	90	149	8	1,736	100
Total	2,176	12	12,848	73	2,707	15	17,731	100

location are shown in Appendix II, Table 13. Three major areas requiring improvement were cited by the households interviewed: better selection, lower prices and better quality.

A need for improved selection was most often mentioned by respondents in Hearst, Moosonee, Wawa, Espanola, Parry Sound and Cochrane. The need for less expensive goods was expressed in Parry Sound, Espanola, Blind River, Little Current, Kapuskasing, North Bay and Kirkland Lake. Households in Timmins, Sault Ste. Marie, Kirkland Lake and Wawa felt that the quality of major goods needed improvement.

Dissatisfaction with Facilities by Item

The percentage of the respondents expressing a need for improvement by item is shown in Table 13. For each of these major items, the level of dissatisfaction was considerably lower than for facilities in the three-month period.

Furniture and automobile facilities were the most often criticized, by 18% and 17% of the respondents, respectively. Between 10% and 15% of the households felt improvements to entertainment, appliances and jewellery outlets were required. Facilities for recreational equipment and trucks and tractors received the least criticism.

TABLE 13

IMPROVEMENTS REQUIRED TO HOME FACILITIES BY ITEM (THREE-YEAR PERIOD)

Item	Need Improvement		Need No Improvement		No Reply		Total	
	#	%	#	%	#	%	#	%
Furniture	463	18	1,795	71	275	11	2,533	100
Automobiles	429	17	1,737	69	367	14	2,533	100
Entertainment	376	15	1,914	76	243	9	2,533	100
Appliances	354	14	1,956	77	223	9	2,533	100
Jewellery	241	10	1,971	78	321	12	2,533	100
Recreational Equipment	213	8	1,878	75	442	17	2,533	100
Trucks, Tractors	100	4	1,597	63	836	33	2,533	100
Total	2,176	12	12,848	73	2,707	15	17,731	100

Outside Purchasing and Dissatisfaction by Item

In spite of high out-of-town purchasing for major items, criticism of the home facilities was generally low in comparison. There appears to be less concern over the facilities for major commodities, possibly because such purchases are infrequent.

Automobile and furniture facilities, the most heavily criticized of the major commodities, also had the highest level of out-of-town buying. Fewer than 15% of the respondents critized each of the remaining goods, although outside purchases were made by 20% to 25% of the householders.

Suggestions for Improvement by Item

A detailed breakdown of improvements for each item is given in Appendix II, Table 14. The most often cited improvement for each item was "better selection", except for automobiles for which the main complaint was the high cost. The cost, quality and selection of major goods each received considerable criticism by the respondents.

APPENDIX I

CHARACTERISTICS OF THE RESPONDENTS

CHARACTERISTICS OF THE RESPONDENTS

Age

The age distribution of the heads of households is shown by location in Table 1. The centres had considerable variation with respect to the age of the respondents. In most of the communities approximately half of the household heads were under 45 years of age. However in Moosonee and Kapuskasing 70% of the respondents were over 45, and in Timmins, Kirkland Lake, Parry Sound and Little Current, between 55% and 65% of the heads of households were in this age group. Information was not available from Statistics Canada to evaluate the representativeness of the sample on a community basis.

Household Size

In all 17 centres there was a combined average of 3.8 persons per household. Table 2 shows the comparative size of households in the sample and the 1971 Census for locations where it was available. Kirkland Lake had the lowest average household size of 3.2 persons, as compared to the high of 4.7 in Moosonee. A comparison of the average number of persons per household between the sample and the 1971 Census figures indicates considerable differences between the smaller and larger communities. In the smaller communities (Little Current, New Liskeard, Temiscaming, Blind River, Cochrane and Hearst), the average number of persons per household in the sample was higher than

Table 1

Age Distribution of Heads of Households, by Location

Location	Age											
	Under 31		31-45		46-55		56 and Over		No Reply		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
North Bay	55	22	103	41	60	24	36	14	-	-	254	100
Sudbury	59	24	85	34	56	22	48	19	3	1	251	100
Sault Ste. Marie	50	20	72	29	53	21	70	28	5	2	250	100
Timmins	34	14	67	27	50	20	95	38	2	1	248	100
Temiscaming	20	13	51	33	43	27	37	23	7	4	158	100
Elliot Lake	21	14	67	43	36	24	27	18	1	1	152	100
Kirkland Lake	14	10	40	27	26	18	67	45	-	-	147	100
Cochrane	26	18	56	40	34	24	26	18	2	1	144	100
Espanola	20	16	41	31	37	30	30	23	-	-	128	100
Blind River	15	13	42	34	25	21	32	27	6	5	120	100
Parry Sound	13	11	30	26	29	25	38	34	4	4	114	100
Wawa	20	19	37	36	34	32	13	12	1	1	105	100
New Liskeard	14	14	40	39	24	23	25	24	-	-	103	100
Hearst	17	17	42	41	19	19	22	22	1	1	101	100
Little Current	16	16	24	24	22	22	37	38	-	-	99	100
Moosonee	36	45	29	35	9	11	6	7	2	2	82	100
Kapuskasing	24	31	31	41	8	10	10	13	4	5	77	100
Total	454	18	857	34	565	22	619	24	38	2	2,533	100

Table 2

Average Number of Persons Per Household, by Location

Location	Average Persons Per Household	
	Household Sample	1971 Census[1]
Kirkland Lake	3.2	3.1
Timmins	3.3	3.5
Parry Sound	3.4	3.2
Sault Ste. Marie	3.5	3.7
Little Current	3.6	3.1
North Bay	3.7	3.7
Sudbury	3.7	3.6
Kapuskasing	3.9	3.9
New Liskeard	3.9	3.5
Temiscaming	4.1	3.7
Blind River	4.2	3.7
Wawa	4.2	...
Elliot Lake	4.3	...
Cochrane	4.4	3.7
Hearst	4.5	4.0
Moosonee	4.7	...
Total	3.8	...

[1] Statistics Canada, Census of Canada, Households, 1971.

... Not available.

the Census average. For the larger centres, average household size of the sample were comparable to that of the Census.

Occupation

The occupational characteristics of the heads of households in the sample were as follows: managers or professionals, 26%; skilled workers,20%; unskilled,17%; mining workers, 6%; retired, 13% and unemployed, 8%. Details of the occupational distribution by community may be found in Table 3.

In New Liskeard, 39% of the respondents reported managerial or professional positions. Approximately one-third of the respondents in North Bay, Moosonee and Parry Sound were in this classification as compared to only 16% of those in Timmins and Temiscaming.

The percentage of skilled workers varied from a low of 9% in North Bay to a high of 31% in Wawa. Unskilled occupations were reported by approximately one-third of the respondents in Espanola, Hearst and Kapuskasing and less than 10% held similar positions in Parry Sound, Blind River, Kirkland Lake and Little Current.

The occupational composition of Elliot Lake was dominated by mine workers (36%). In Sudbury, Timmins and Wawa between 14% and 19% of respondents held mining positions.

Table 3

Occupation of Head of Household, by Location

Location	Managerial and Professional #	Managerial and Professional %	Clerical #	Clerical %	Sales #	Sales %	Skilled #	Skilled %	Unskilled #	Unskilled %	Farmers #	Farmers %
Kirkland Lake	35	24	2	1	6	4	39	26	11	8	-	-
Sudbury	71	29	7	3	16	6	48	19	31	12	-	-
Hearst	25	25	9	9	3	3	13	13	33	32	-	-
Cochrane	42	28	11	8	5	4	27	19	28	19	7	5
North Bay	89	34	20	8	13	5	23	9	73	29	-	-
Espanola	27	21	4	3	2	2	25	20	43	33	-	-
Timmins	39	16	8	3	6	2	35	14	40	16	1	...
New Liskeard	41	39	4	4	4	4	20	19	11	11	3	3
Sault Ste. Marie	74	30	10	4	13	5	58	23	39	16	-	-
Elliot Lake	36	24	2	1	1	1	25	16	15	10	-	-
Kapuskasing	17	22	5	6	2	3	16	21	22	29	-	-
Blind River	32	26	2	2	3	3	37	30	10	8	1	1
Parry Sound	37	33	2	2	5	4	29	25	6	5	2	2
Temiscaming	25	16	4	3	1	1	19	12	25	16	-	-
Little Current	24	25	-	-	4	4	28	28	9	9	5	5
Wawa	23	22	1	1	2	2	33	31	25	24	-	-
Moosonee	28	34	8	10	-	-	20	24	14	17	-	-
Total	665	26	99	4	86	3	495	20	435	17	19	1

... Less than .5 percent.

Table 3 (Cont'd.)

Occupation of Head of Household, by Location

Location	Occupation											
	Housewives		Retired		Unemployed		Mining Workers		No Reply		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	11	8	24	16	17	12	2	1	-	-	147	100
Sudbury	1	...	18	7	12	5	47	19	-	-	251	100
Hearst	-	-	10	10	6	6	-	-	2	2	101	100
Cochrane	4	3	16	11	3	2	-	-	1	1	144	100
North Bay	2	1	22	9	9	4	1	...	2	1	254	100
Espanola	7	6	8	6	11	9	1	1	-	-	128	100
Timmins	2	1	59	24	24	10	33	14	1	...	248	100
New Liskeard	1	1	15	15	1	1	-	-	3	3	103	100
Sault Ste. Marie	1	...	40	16	12	5	-	-	3	1	250	100
Elliot Lake	1	1	5	3	12	8	55	36	-	-	152	100
Kapuskasing	-	-	7	9	5	6	-	-	3	4	77	100
Blind River	-	-	14	12	15	13	2	2	4	3	120	100
Parry Sound	1	1	23	20	3	3	-	-	6	5	114	100
Temiscaming	2	1	31	20	51	31	-	-	-	-	158	100
Little Current	1	1	23	23	4	4	-	-	1	1	99	100
Wawa	-	-	4	4	1	1	16	15	-	-	105	100
Moosonee	-	-	3	4	8	10	-	-	1	1	82	100
Total	34	1	322	13	194	8	157	6	27	1	2,533	100

... Less than .5 percent.

Almost 25% of the respondents in Little Current and Timmins were retired. In contrast, less than 5% of those interviewed in Wawa and Moosonee were in retirement.

Unemployment was reported by 31% of the heads of households in Temiscaming. Slightly more than 10% of the respondents were jobless in Kirkland Lake, Timmins, Blind River and Moosonee. Less than 5% unemployment was reported in New Liskeard, Wawa, Cochrane, Parry Sound, Little Current and North Bay.

APPENDIX II

ADDITIONAL TABLES

Table 1

Number and Percent of Times Purchases Made for all Goods and Services in the Three-Month Period, by Location

Location	Number of Times Purchases Made													
	1-9		10-19		20-29		30-39		40+		Did not Specify		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Elliot Lake	646	75	179	21	11	1	1	...	15	2	8	1	860	100
Parry Sound	464	74	120	19	14	2	5	1	14	2	13	2	630	100
Wawa	484	73	124	19	17	3	7	1	14	2	12	2	658	100
Temiscaming	641	71	196	22	18	2	5	1	24	3	14	1	898	100
Little Current	429	74	92	16	15	3	3	1	26	4	12	2	577	100
Kirkland Lake	573	71	155	19	31	4	12	1	30	4	10	1	811	100
Cochrane	666	71	154	16	14	1	7	1	30	3	75	8	946	100
Timmins	1.069	70	295	19	47	3	19	1	57	4	43	3	1,530	100
Sault Ste. Marie	1,231	72	304	18	47	3	20	1	53	3	45	3	1,700	100
New Liskeard	506	74	120	18	15	2	5	1	30	4	9	1	685	100
Kapuskasing	332	69	113	23	10	2	4	1	13	3	9	2	481	100
Espanola	525	65	189	23	38	5	17	2	18	2	24	3	811	100
Hearst	436	67	149	23	14	2	8	1	30	5	13	2	650	100
Sudbury	1,164	68	373	22	44	3	19	1	59	3	49	3	1,708	100
North Bay	1,266	70	355	19	53	3	34	2	47	3	52	3	1,807	100
Blind River	392	63	102	16	40	6	23	4	57	9	14	2	628	100
Moosenee	352	63	121	22	25	4	12	2	20	4	27	5	557	100
TOTAL	11,176	70	3,141	20	453	3	201	1	537	3	429	3	15,937	100

...Less than .5 percent.

Table 2

Number and Percent of Households Making at Least One Purchase of Goods or Services in the Three-Month Period, by Location

		Item									
	Number of Households	Food		Household Items		Clothing		Entertainment		Soft Goods	
Location		#	%	#	%	#	%	#	%	#	%
North Bay	254	254	100	148	58	229	90	178	70	159	63
Sudbury	251	248	99	131	52	215	86	157	62	136	54
Sault Ste. Marie	250	248	99	148	59	219	88	138	55	140	56
Moosenee	82	81	99	34	42	80	93	51	62	46	56
New Liskeard	103	103	100	69	67	93	90	66	64	62	60
Cochrane	144	141	98	84	58	127	88	73	51	64	44
Hearst	101	101	100	57	56	92	91	44	44	54	54
Espanola	128	126	98	70	55	117	91	78	61	70	55
Wawa	105	102	97	60	57	89	85	73	70	54	51
Kapuskasing	77	76	99	43	56	69	90	50	65	37	48
Timmins	248	247	100	134	54	200	81	109	44	124	50
Little Current	99	96	97	58	59	82	83	41	41	42	42
Temiscaming	158	142	90	74	47	132	84	66	42	79	50
Elliot Lake	152	151	99	72	47	119	78	80	53	63	41
Parry Sound	114	108	95	66	58	90	79	51	45	50	44
Kirkland Lake	147	147	100	71	48	121	82	62	42	52	35
Blind River	120	118	98	66	55	96	80	45	38	49	41
Total Purchasing		2,489	98	1,385	55	2,170	86	1,362	54	1,281	51
Total Not Purchasing		44	2	1,148	45	363	14	1,171	46	1,252	49
TOTAL	2,533	2,533	100	2,533	100	2,533	100	2,533	100	2,533	100

Table 2 (Cont'd.)

Number and Percent of Households Making at Least One Purchase of Goods or Services in the Three-Month Period, by Location

	Item													
	Automobile Accessories		Health Services		Professional Services		Alcoholic Beverages		Transportation		Trades		Government Services	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
North Bay	96	38	199	78	68	27	203	80	104	41	48	19	121	48
Sudbury	97	39	203	81	52	21	207	82	130	52	31	12	101	40
Sault Ste. Marie	86	34	203	81	60	24	187	75	101	40	35	14	135	54
Moosenee	17	21	66	80	3	4	59	72	47	57	22	27	51	62
New Liskeard	33	32	81	79	18	18	70	68	35	34	34	33	21	20
Cochrane	57	40	115	80	21	15	108	75	39	27	26	18	91	63
Hearst	36	36	84	83	24	24	86	85	24	24	30	30	18	18
Espanola	38	30	101	79	15	12	103	80	33	26	31	24	29	23
Wawa	40	38	76	72	8	8	81	77	38	36	21	20	16	15
Kapuskasing	26	34	66	86	9	12	64	83	17	22	10	13	14	18
Timmins	65	26	191	77	28	11	159	64	77	31	46	18	150	60
Little Current	30	30	71	72	18	18	49	50	16	16	21	21	53	54
Temiscaming	63	40	119	75	19	12	114	72	34	22	27	17	29	18
Elliot Lake	52	34	117	77	23	15	112	74	23	15	27	18	21	14
Parry Sound	30	26	91	80	26	23	59	52	29	25	20	18	10	9
Kirkland Lake	49	33	112	76	22	15	93	63	34	23	24	16	24	16
Blind River	42	35	80	67	11	9	73	61	27	22	16	13	5	4
Total Purchasing	857	34	1,975	78	425	17	1,827	72	808	32	469	18	889	35
Total Not Purchasing	1,676	66	558	22	2,108	83	706	28	1,725	68	2,064	82	1,644	65
TOTAL	2,533	100	2,533	100	2,533	100	2,533	100	2,533	100	2,533	100	2,533	100

Table 3

Number and Percent of Households Making at Least One Purchase of Goods in the Three-Year Period, by Location

Location	Number of Households	Item					
		Automobiles		Trucks, Tractors		Furniture	
		#	%	#	%	#	%
Kirkland Lake	147	28	19	4	3	25	17
Elliot Lake	152	39	26	14	9	31	20
Hearst	101	32	32	10	10	29	29
Parry Sound	114	42	37	11	10	37	33
Timmins	248	80	32	25	10	77	31
Temiscaming	158	69	44	20	13	55	35
Blind River	120	51	43	16	13	37	31
Sudbury	251	125	50	10	4	113	45
Cochrane	144	70	49	27	19	56	39
Little Current	99	55	56	16	16	40	40
New Liskeard	103	57	55	11	11	50	49
Sault Ste. Marie	250	148	59	51	20	105	42
Moosonee	82	21	26	16	20	42	51
North Bay	254	149	59	25	10	132	52
Wawa	105	60	57	12	11	54	51
Espanola	128	73	57	11	9	56	44
Kapuskasing	77	45	58	3	4	45	58
Total Purchasing		1,144	45	282	11	984	39
Total Not Purchasing		1,389	55	2,251	89	1,549	61
Total	2,533	2,533	100	2,533	100	2,533	100

Table 3 (Cont'd.)

Number and Percent of Households Making at Least One Purchase of Goods in the Three-Year Period, by Location

Location	Item							
	Home Appliances		Home Entertainment		Recreational Equipment		Jewellery	
	#	%	#	%	#	%	#	%
Kirkland Lake	28	19	42	29	23	16	35	24
Elliot Lake	45	30	56	37	40	26	43	28
Hearst	23	23	41	41	31	31	32	32
Parry Sound	48	42	45	40	36	32	35	31
Timmins	111	45	142	57	73	29	85	34
Temiscaming	79	50	70	44	41	26	52	33
Blind River	53	44	79	66	38	32	43	36
Sudbury	127	51	125	50	82	33	115	46
Cochrane	61	42	88	61	35	24	64	44
Little Current	53	54	56	57	26	26	45	46
New Liskeard	64	62	63	61	43	42	53	52
Sault Ste. Marie	156	62	171	68	91	36	111	44
Moosonee	44	54	62	76	47	57	43	52
North Bay	154	61	151	59	101	40	140	55
Wawa	69	66	66	63	44	42	57	54
Espanola	85	66	92	72	48	38	70	55
Kapuskasing	45	58	50	65	36	47	43	56
Total Purchasing	1,245	49	1,399	55	835	33	1,066	42
Total Not Purchasing	1,288	51	1,134	45	1,698	67	1,467	58
Total	2,533	100	2,533	100	2,533	100	2,533	100

Table 4

Number and Percent[1] of Households Making at Least One Outside Purchase of Goods or Services in the Three-Month Period, by Location

Community	Food		Household Items		Clothing		Entertainment		Soft Goods		Automobile Accessories	
	#	%	#	%	#	%	#	%	#	%	#	#
Sudbury	11	4	3	2	15	7	6	4	8	6	3	3
New Liskeard	5	5	2	3	13	14	5	8	4	6	1	3
Saulte Ste. Marie	4	2	5	3	48	22	15	11	21	15	3	4
Timmins	4	2	6	4	46	23	3	3	15	12	2	3
North Bay	4	2	9	6	55	24	20	11	26	16	6	6
Cochrane	12	8	4	5	38	30	4	6	29	45	4	7
Parry Sound	6	6	7	11	28	31	8	16	11	22	3	10
Kapuskasing	4	5	3	7	16	23	14	28	10	27	2	8
Kirkland Lake	3	2	9	13	52	43	6	10	25	48	6	12
Hearst	23	23	9	16	42	46	7	16	25	46	13	36
Elliot Lake	54	36	12	17	61	51	6	8	30	48	3	6
Espanola	8	6	10	14	73	62	7	9	43	61	4	10
Wawa	33	32	10	17	47	53	6	8	25	46	2	5
Moosenee	11	14	8	24	50	63	15	29	20	43	10	59
Blind River	43	36	19	29	55	57	8	18	27	55	18	43
Temiscaming	31	22	28	38	112	85	14	21	57	72	18	29
Little Current	57	59	21	36	46	56	26	63	33	79	15	50
Total, Outside Purchasing	313	13	165	12	797	37	170	12	409	32	113	13
Total, Not Purchasing	2,176	87	1,220	88	1,373	63	1,192	88	872	68	744	87
Total Purchasing	2,489	100	1,385	100	2,170	100	1,362	100	1,281	100	857	100

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[1] Percentages based on the number of persons making at least one purchase

Table 4 (Cont'd.)

Number and Percent[1] of Households Making at Least One Outside Purchase of Goods or Services in the Three-Month Period, by Location

Community	Health Services #	Health Services %	Professional Services #	Professional Services %	Alcoholic Beverages #	Alcoholic Beverages %	Transportation #	Transportation %	Trades #	Trades %	Government Services #	Government Services %
Sudbury	6	3	1	2	4	2	11	8	-	-	1	1
New Liskeard	8	10	1	6	-	-	1	3	-	-	-	-
Saulte Ste. Marie	4	2	-	-	5	3	16	16	-	-	8	6
Timmins	8	4	2	7	-	-	28	36	-	-	8	5
North Bay	5	2	3	4	4	2	29	28	1	2	-	-
Cochrane	3	3	1	5	2	2	1	3	1	4	-	-
Parry Sound	10	11	2	8	3	5	4	14	2	10	1	10
Kapuskasing	8	12	1	11	3	5	5	29	1	10	1	7
Kirkland Lake	8	7	-	-	3	2	7	21	-	-	2	8
Hearst	3	4	4	17	3	4	4	17	-	-	1	6
Elliot Lake	9	8	5	22	3	3	6	26	-	-	1	5
Espanola	23	23	4	27	1	1	6	18	1	3	1	3
Wawa	8	10	2	25	3	4	13	34	-	-	-	-
Moosenee	13	20	2	67	2	3	33	70	-	-	3	6
Blind River	20	25	6	55	-	-	4	15	-	-	-	-
Temiscaming	64	54	13	68	17	15	14	41	4	15	6	21
Little Current	15	21	4	22	-	-	8	50	3	14	22	42
Total, Outside Purchasing	215	11	51	12	53	3	190	24	13	3	55	6
Total, Not Purchasing	1,760	89	374	88	1,774	97	618	76	456	97	834	94
Total Purchasing	1,975	100	425	100	1,827	100	808	100	469	100	889	100

Table 5

Location of Outside Purchases by Respondents in Centres of Over 10,000 Population[1], by Item[2] (Three-Month Period)

Location of Purchase	Item													
	Food		Household Items		Clothing		Enter-tainment		Soft Goods		Auto Accessories		Health Services	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	-	-	-	-	1	...	-	-	-	-	-	-	-	-
New Liskeard	-	-	-	-	1	...	1	1	1	1	2	9	-	-
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	-	-	1	2	4	1	-	-	5	4	1	4	1	2
Timmins	1	3	-	-	7	3	2	3	3	3	1	4	4	10
Espanola	-	-	-	-	1	...	-	-	-	-	-	-	-	-
Sudbury	4	13	3	8	12	5	6	9	2	2	2	9	1	2
Elliot Lake	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sault Ste. Marie	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kapuskasing	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Toronto	2	6	18	51	155	66	22	34	63	60	3	13	23	58
Other Centres	20	66	7	20	35	15	27	42	18	17	13	59	6	15
No Reply	3	10	6	17	23	-	16	25	16	15	2	9	5	12
Total Respondents Purchasing Outside	30		35		232		64		105		22		39	

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[1] Includes Sudbury, Sault Ste. Marie, North Bay, Timmins, Kapuskasing, and Kirkland Lake.

[2] Percentages are based on the number of respondents.

...Less than .5 percent

Table 5 (Cont'd.)

Location of Outside Purchases by Respondents in Centres of Over 10,000 Population[1], by Item[2] (Three-Month Period)

Location of Purchase	Item											
	Prof. Services		Alcoholic Beverages		Transport-ation		Trades		Gov't. Services		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	1	14	-	-	2	2	-	-	-	-	4	1
New Liskeard	-	-	-	-	-	-	-	-	-	-	5	1
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	-	-	-	-	5	5	-	-	-	-	17	3
Timmins	-	-	1	5	1	1	-	-	1	5	21	3
Espanola	-	-	-	-	-	-	-	-	-	-	1	...
Sudbury	-	-	2	11	5	5	-	-	2	10	39	6
Elliot Lake	-	-	-	-	-	-	-	-	-	-	-	-
Sault Ste. Marie	-	-	-	-	2	2	-	-	-	-	2	...
Kapuskasing	-	-	-	-	2	2	-	-	-	-	7	1
Toronto	1	14	2	11	39	46	-	-	4	20	332	50
Other Centres	2	28	12	66	23	23	1	50	1	5	165	25
No Reply	3	42	3	16	22	22	1	50	12	60	112	17
Total Respondents Purchasing Outside	7		18		96		2		20		670	

Table 6

Location of Outside Purchases by Respondents in Centres of Under 10,000 Population[1], by Item[2] (Three-Month Period)

Location of Purchase	Item Food		Household Items		Clothing		Enter-tainment		Soft Goods		Auto Accessories		Health Services	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	2	1	1	1	6	1	–	–	1	...	–	–	1	1
New Liskeard	–	–	1	1	1	...	1	1	2	1	1	1	–	–
Cochrane	–	–	–	–	–	–	–	–	–	–	–	–	–	–
North Bay	35	12	27	20	111	19	14	13	35	11	14	15	53	30
Timmins	17	6	5	3	26	4	6	5	10	3	6	6	4	–
Espanola	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Sudbury	35	12	17	13	87	15	16	15	30	9	7	7	25	14
Elliot Lake	–	–	–	–	1	...	1	1	–	–	–	–	1	1
Sault Ste. Marie	6	2	2	1	6	1	–	–	2	1	–	–	–	–
Kapuskasing	1	...	1	–	2	...	–	–	–	–	–	–	–	–
Toronto	4	1	13	10	164	29	17	16	121	39	5	5	15	8
Other Centres	188	66	53	40	118	20	48	–	41	13	45	49	65	36
No Reply	11	3	15	11	78	13	14	13	69	22	13	14	19	10
Total Respondents Purchasing Outside	283		130		565		106		304		91		176	

[1] Includes Moosonee, Little Current, Hearst, New Liskeard, Wawa, Parry Sound, Blind River. Espanola, Cochrane, Temiscaming, and Elliot Lake.

[2] Percentages are based on the number of respondents.

...Less than .5 percent.

Table 6 (Cont'd.)

Location of Outside Purchases by Respondents in Centres of Under 10,000 Population[1], by Item[2] (Three-Month Period)

Location of Purchase	Item Prof. Services #	%	Alcoholic Beverages #	%	Transport-ation #	%	Trades #	%	Gov't. Services #	%	Total #	%
Kirkland Lake	-	-	-	-	-	-	-	-	-	-	11	1
New Liskeard	-	-	-	-	-	-	-	-	-	-	6	...
Cochrane	-	-	-	-	-	-	-	-	-	-	-	-
North Bay	9	26	8	23	8	8	2	16	3	8	319	17
Timmins	-	-	1	2	16	17	-	-	-	-	91	5
Espanola	-	-	-	-	-	-	-	-	-	-	-	-
Sudbury	4	11	2	5	14	14	1	8	-	-	238	13
Elliot Lake	-	-	-	-	-	-	-	-	-	-	3	...
Sault Ste. Marie	-	-	-	-	-	-	-	-	-	-	16	1
Kapuskasing	-	-	-	-	-	-	-	-	-	-	4	...
Toronto	4	11	1	2	16	17	-	-	21	60	381	20
Other Centres	14	41	19	55	28	29	3	25	5	14	627	33
No Reply	14	41	7	20	21	22	7	58	9	25	277	15
Total Respondents Purchasing Outside	34		34		94		12		35		1,873	

Table 7

Reasons for Outside Purchasing in the Three-Month Period, by Item[1]

Reason	Item											
	Food		Household Items		Clothing		Entertainment		Soft Goods		Automobile Accessories	
	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	6	2	1	1	18	2	4	2	5	1	-	-
Limited Selection	59	19	26	16	301	38	34	20	152	37	15	13
High Prices	190	61	68	41	314	39	7	4	168	41	42	37
Convenience	39	13	23	14	98	12	31	18	28	7	26	23
Prefer Catalogue	-	-	28	17	257	32	6	4	167	41	3	3
Special Treatment	-	-	5	3	3	..	-	-	5	1	2	2
Other	5	2	10	6	34	4	25	15	35	9	9	8
No Reply	57	18	36	22	154	19	70	41	59	14	23	20
Total Respondents	313		165		797		170		409		113	

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[1] Percentages are based on the number of respondents

Table 7 (Con't.)

Reasons for Outside Purchasing in the Three-Month Period, by Item[1]

Reason	Item													
	Health Services		Professional Services		Alcoholic Beverages		Transportation		Trades		Government Services		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	2	1	1	2	-	-	-	-	-	-	-	-	37	1
Limited Selection	17	8	10	20	3	6	3	2	-	-	4	7	624	25
High Prices	5	2	1	2	3	6	-	-	1	8	1	2	800	31
Convenience	21	10	12	24	16	31	22	12	-	-	1	2	317	12
Prefer Catalogue	-	-	-	-	-	-	-	-	-	-	-	-	461	18
Special Treatment	122	57	2	4	5	10	4	2	-	-	-	-	148	6
Other	9	4	3	6	5	10	15	8	1	8	20	36	171	7
No Reply	41	19	23	45	20	39	146	77	12	85	29	53	670	26
Total Respondents	215		51		52		190		13		55		2,543	

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[1] Percentages are based on the number of respondents.

Table 8

Location of Outside Purchases by Respondents in Centres of Over 10,000 Population[1], by Item[2] (Three-Year Period)

Location of Purchase	Item															
	Cars		Trucks		Furniture		Appliances		Home Entertainment		Recreational Equipment		Jewellery		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	–	–	–	–	–	–	1	1	–	–	–	–	–	–	1	...
New Liskeard	1	1	–	–	–	–	–	–	–	–	–	–	–	–	2	...
Cochrane	–	–	–	–	–	–	–	–	–	–	–	–	1	1	1	...
North Bay	7	6	1	5	3	3	–	–	–	–	5	9	–	–	16	3
Timmins	2	2	–	–	1	1	–	–	–	–	3	5	4	6	10	2
Espanola	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Sudbury	7	6	1	5	3	3	3	4	4	4	4	7	4	6	26	5
Elliot Lake	–	–	–	–	–	–	–	–	1	1	–	–	–	–	1	...
Sault Ste. Marie	1	1	–	–	–	–	–	–	1	1	1	2	–	–	3	1
Kapuskasing	1	1	–	–	–	–	1	1	–	–	1	2	2	3	5	1
Toronto	28	23	1	5	38	41	34	40	47	48	19	33	23	33	190	35
Other Centres	41	34	16	76	26	28	18	21	40	41	19	33	30	43	190	35
No Reply	31	26	2	10	21	23	28	33	5	5	5	9	5	7	97	18
Total Respondents Purchasing Outside	120		21		92		85		98		57		70		543	

[1] Includes Sudbury, Sault Ste. Marie, North Bay, Timmins, Kapuskasing, and Kirkland Lake.

[2] Percentages are based on the number of respondents.

...Less than .5 percent.

Table 9

Location of Outside Purchases by Respondents in Centres of Under 10,000 Population[1], by Item[2] (Three-Year Period)

Location of Purchase	Item															
	Cars		Trucks		Furniture		Appliances		Home Entertainment		Recreational Equipment		Jewellery		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Kirkland Lake	2	1	–	–	1	1	1	...	1	...	2	2	2	1	7	1
New Liskeard	–	–	–	–	–	–	–	–	–	–	–	–	1	1	3	...
Cochrane	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
North Bay	25	11	4	9	18	9	19	9	23	10	21	17	26	16	136	11
Timmins	3	1	1	2	6	3	4	2	3	1	1	1	14	9	32	3
Espanola	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Sudbury	34	14	7	15	28	14	30	14	26	12	14	11	15	9	154	12
Elliot Lake	–	–	–	–	–	–	1	...	–	–	–	–	–	–	1	...
Sault Ste. Marie	1	...	1	2	1	1	–	–	1	...	–	–	4	3	8	1
Kapuskasing	2	1	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Toronto	18	8	2	4	53	26	53	24	64	29	24	19	30	19	244	19
Other Centres	112	48	20	43	74	37	50	23	65	29	59	47	48	30	428	33
No Reply	41	17	12	26	22	11	65	29	40	18	6	5	31	19	217	17
Total Respondents Purchasing Outside	236		47		202		222		222		127		162		1,218	

[1] Includes Moosonee, Little Current, Hearst, New Liskeard, Wawa, Parry Sound, Blind River, Espanola, Cochrane, Temiscaming and Elliot Lake.

[2] Percentages are based on the number of respondents.

...Less than .5 percent

Table 10

Reasons for Outside Purchases in the Three-Year Period, by Item[1]

Reason	Item															
	Autos		Truck		Furniture		Appliance		Entertainment		Recreation		Jewellery		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Poor Quality	3	8	-	-	7	2	5	2	2	1	2	1	3	1	22	1
Limited Selection	42	12	8	12	83	28	58	19	60	19	43	23	45	19	339	19
High Prices	140	39	21	31	118	40	109	36	142	44	70	38	47	20	647	37
Prefer Catalogue	-	-	-	-	72	25	79	26	71	22	18	10	7	3	247	14
Convenience	70	20	17	25	39	13	41	13	56	18	37	20	80	35	340	19
Special Treatment	2	1	-	-	2	1	2	1	2	1	2	1	3	1	13	1
Other	35	10	8	12	22	8	18	6	25	8	20	11	16	6	144	8
No Reply	90	25	17	25	61	21	95	31	55	17	27	15	50	22	395	22
Total Respondents	356		68		294		307		320		184		232		1,761	

[1] Percentages are based on the number of respondents.

Table 11

Suggested Improvements to Home Facilities, by Location[1]
(Three-Month Period)

Improvement	Location											
	Kirkland Lake		Sudbury		Hearst		Cochrane		North Bay		Espanola	
		%	#	%	#	%	#	%	#	%	#	%
Better Quality	80	17	110	17	24	6	54	13	106	17	72	16
Better Selection	109	23	120	19	174	45	154	37	141	22	161	35
Less Expensive	116	25	192	30	65	17	145	35	144	23	125	27
More Staff	92	20	65	10	46	12	20	5	83	13	89	19
Faster Delivery	10	2	12	2	21	5	13	3	36	6	13	3
Better Parking	6	1	3	...	-	-	-	-	3	...	1	...
Need New Complex	20	4	18	3	34	9	3	1	3	...	-	-
More Frequency	12	3	18	3	34	9	3	1	33	5	-	-
Slow Paying	14	3	7	1	9	2	-	-	14	2	1	...
Summer Air Service	12	3	18	3	25	6	27	7	13	2	23	5
Evening Service	10	2	4	1	-	-	-	-	3	...	-	-
No Reply	41	9	119	19	29	7	32	8	137	21	31	7
Total Respondents	469		631		388		415		640		458	

[1] Percentages based on the number of respondents
...Less than one percent

Table 11(Cont'd)

Suggested Improvements to Home Facilities, by Location[1]
(Three-Month Period)

Improvement	Location Timmins #	%	New Liskeard #	%	Sault Ste. Marie #	%	Elliot Lake #	%	Kapus-kasing #	%	Blind River #	%
Better Quality	27	10	16	10	225	24	59	11	32	16	122	20
Better Selection	36	13	68	43	157	17	167	31	63	31	133	22
Less Expensive	87	31	24	15	208	22	229	43	74	36	245	40
More Staff	62	22	18	11	114	12	10	2	28	14	122	20
Faster Delivery	4	1	4	3	24	3	6	1	2	1	9	1
Better Parking	2	1	1	1	-	-	-	-	-	-	-	-
Need New Complex	3	1	-	-	14	2	5	1	4	2	-	-
More Frequency	3	1	-	-	6	1	5	1	2	1	12	2
Slow Paying	2	1	-	-	16	2	5	1	2	1	2	...
Summer Air Service	7	2	2	1	42	5	13	2	17	8	12	2
Evening Service	-	-	-	-	3	...	-	-	-	-	-	-
No Reply	62	22	35	22	164	18	118	22	13	6	31	5
Total Respondents	282		157		928		536		205		607	

[1] Percentages based on the number of respondents
... Less than one percent

Table 11 (Cont'd)

Suggested Improvements to Home Facilities, by Location[1]
(Three-Month Period)

Improvement	Location											
	Parry Sound		Temiscaming		Little Current		Wawa		Moosonee		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Better Quality	65	18	66	14	48	17	45	14	27	9	1,178	16
Better Selection	109	31	107	23	94	33	105	32	93	32	1,991	27
Less Expensive	118	33	111	24	120	42	141	44	51	18	2,195	30
More Staff	13	4	31	7	14	5	35	11	35	12	877	12
Faster Delivery	9	3	13	3	2	1	12	4	12	4	202	3
Better Parking	11	3	1	...	-	-	-	-	-	-	28	...
Need New Complex	-	-	12	3	-	-	7	2	3	1	126	2
More Frequency	5	1	12	3	-	-	1	...	1	...	147	2
Slow Paying	-	-	12	3	-	-	4	1	-	-	88	1
Summer Air Service	21	6	10	2	7	2	6	2	1	...	256	3
Evening Service	-	-	-	-	-	-	-	-	2	1	22	...
No Reply	63	18	148	32	26	9	11	3	91	31	1,151	15
Total Respondents	354		469		284		324		289		7,436	

[1] Percentages based on the number of respondents

... Less than one percent

Table 12

Suggested Improvements to Home Facilities (Three-Month Period), by Item[1]

Improvement	Food		Household Items		Clothing		Item Enter-tainment		Soft Goods		Auto Accessories		Health Services	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Better Quality	8	1	49	11	180	13	511	61	58	9	36	15	38	4
Better Selection	359	27	184	44	835	62	69	8	346	54	74	32	12	1
Less Expensive	831	62	155	37	516	39	57	7	203	32	69	30	98	11
More Staff	44	3	4	1	6	...	-	-	1	...	-	-	730	78
Faster Delivery	7	1	4	1	-	-	-	-	6	1	16	7	7	1
Better Parking	14	1	3	1	3	...	2	...	1	...	1	...	-	-
New Complex	-	-	-	-	-	-	126	15	-	-	-	-	-	-
More Frequency	-	-	-	-	-	-	97	12	-	-	-	-	3	...
Slow Paying	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Summer or Air Service	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Evening Service	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Reply	230	17	64	15	113	8	83	10	111	17	51	22	83	9
Total Respondents	1,342		416		1,341		834		637		234		932	

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[1] Percentage based on the number of respondents

Table 13

Suggested Improvements to Home Facilities, by Location [1]
(Three-Month Period)

	Location																	
Improvement	Timmins		New Liskeard		North Bay		Kirkland Lake		Sudbury		Kapuskasing		Little Current		Sault Ste. Marie		Elliot Lake	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
New Complex	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	...	-	-
Better Quality	16	48	9	14	34	22	29	32	54	32	15	27	17	22	70	33	21	16
Less Expensive	1	3	7	11	68	44	39	42	28	16	25	45	33	42	41	20	48	38
Better Selection	3	9	42	68	37	24	18	20	24	14	20	36	20	25	39	19	28	22
Better Parking	-	-	3	5	-	-	1	1	-	-	-	-	-	-	-	-	-	-
Faster Delivery	2	6	-	-	1	3	3	3	9	5	-	-	1	1	11	5	1	1
Other	-	-	-	-	1	1	1	1	1	1	-	-	-	-	-	-	-	-
No Reply	11	33	9	15	28	18	10	11	65	38	7	12	14	18	58	28	42	33
Total Respondents	33		62		153		92		170		56		79		210		128	

[1] Percentages based on the number of respondents

Table 13 (Cont'd)

Suggested Improvements to Home Facilities, by Location
(Three-Year Period)

Improvement	Location Temis-caming		Cochrane		Hearst		Espanola		Moosonee		Parry Sound		Wawa		Blind River		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
New Complex	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	3	...
Better Quality	14	10	32	21	7	6	18	11	3	3	24	16	51	33	44	22	458	21
Less Expensive	16	11	49	31	19	15	76	48	9	8	76	49	39	25	89	45	663	30
Better Selection	35	25	68	44	95	77	77	48	56	51	71	46	77	50	64	33	774	36
Better Parking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	...
Faster Delivery	1	1	5	3	1	1	-	-	-	-	-	-	4	3	5	3	44	2
Other	-	-	-	-	-	-	1	1	-	-	-	-	-	-	4	2	8	...
No Reply	85	60	17	11	11	9	19	12	44	40	26	17	5	3	14	7	465	21
Total Respondents	141		156		123		159		110		154		154		196		2,176	

Table 14

Suggested Improvements to Home Facilities, by Item
(Three-Year Period)

Improvement	Autos		Trucks		Furniture		Appliance		Entertainment		Recreational		Jewellery		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
New Complex	1	...	-	-	-	-	-	-	-	-	2	1	-	-	3	...
Better Quality	87	20	21	21	85	18	78	22	107	29	34	16	46	19	458	21
Less Expensive	142	33	22	22	160	35	100	28	108	29	62	29	69	29	663	30
Better Selection	108	25	32	32	194	42	117	33	127	34	89	42	107	44	774	36
Better Parking	1	...	-	-	-	-	-	-	-	-	2	1	1	...	4	...
Faster Delivery	-	-	-	-	9	2	17	5	6	2	5	2	7	3	44	2
Other	-	-	1	1	2	...	-	-			4	2	1	...	8	...
No Reply	123	29	33	33	83	18	79	22	66	18	40	19	41	17	465	21
Total Respondents	429		100		463		354		376		213		241		2,176	

Item categories: the word "Item" is printed as a spanning header above the item columns.

APPENDIX III

QUESTIONNAIRE

STUDY OF BUYING HABITS
FOR VARIOUS GOODS AND SERVICES
IN NORTHERN ONTARIO

TELEPHONE SURVEY WITH MALE/FEMALE HEADS OF HOUSEHOLDS

INTRODUCTION: We are conducting a study on the importance of cities and towns in this region as sources for various kinds of goods and services and I would like to ask you a few questions about where you and others in your household have bought certain kinds of things.

I am going to read to you a list of items which people buy frequently and ask you some questions about them. First, let's take food items (such as groceries, meats, baked goods and other things usually bought in a grocery or butcher store.

(PROCEED WITH SECTION I - ITEMS BOUGHT IN LAST THREE MONTHS)

ASK THE FOLLOWING QUESTIONS AT COMPLETION OF INTERVIEW

Now, just a few final questions about your household - first,

(a) Into which of these groups does the age of the head of your household fall?

1. Under 30
2. 31 to 45
3. 46 to 55
4. 56 and over

(b) How many persons live in your household at present? ____________

(c) What is the occupation of the head of your household?

Type of job: ____

Type of company: ____

1. Not Employed 2. Retired

Interviewer: ____________________ Date of Interview: ________________

SECTION I - ITEMS BOUGHT IN LAST THREE MONTHS

	FOOD ITEMS (grocery, meats)	HOUSEHOLD ITEMS (hardware, paints, utensils)	CLOTHING (men's, women's, children's)	ENTERTAINMENT (books, movies, concerts, plays, spectator sports)
1. How many times, if at all, in the last three months have you or someone in your household bought such items either in your home town or city or somewhere else?				
2. How many of these times were outside of your home city or town?				
3. (If "outside" one or more times) In which cities or towns did you buy such items in the last 3 months?				
4. Why did you not but this (these) items in your home town or city on these occasions?				
5. An important reason for this survey is to find out what kind of facilities are needed for buying the various goods and services which we have been discussing in the different cities and towns in Northern Ontario. Please tell me in which way, if at all, the facilities for buying the kind of items which we have been discussing in your town could be improved.	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved

SECTION I - ITEMS BOUGHT IN LAST THREE MONTHS (Cont'd)

	SOFT GOODS (fabrics, linens, drapes, table cloths)		AUTOMOTIVE ACCESSORIES (batteries, tires)		HEALTH SERVICES (doctors, dentists, opticians, other)		PROFESSIONAL SERVICES (legal, accounting)	
1. How many times, if at all, in the last three months have you or someone in your household bought such items either in your home town or city or somewhere else?								
2. How many of these times were outside of your home city or town?								
3. (If "outside" one or more times) In which cities or towns did you buy such items in the last 3 months?								
4. Why did you not but this (these) items in your home town or city on these occasions?								
5. An important reason for this survey is to find out what kind of facilities are needed for buying the various goods and services which we have been discussing in the different cities and towns in Northern Ontario. Please tell me in which way, if at all, the facilities for buying the kind of items which we have been discussing in your town could be improved.	Facilities		Facilities		Facilities		Facilities	
	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved

SECTION I - ITEMS BOUGHT IN LAST THREE MONTHS (Cont'd)

	ALCOHOLIC BEVERAGES (wine, liquor, beer)	TRANSPORTATION (air, train, bus)	TRADES (carpentry, plumbing, electrical)	GOVERNMENT SERVICES
1. How many times, if at all, in the last three months have you or someone in your household bought such items either in your home town or city or somewhere else?				
2. How many of these times were outside of your home city or town?				
3. (If "outside" one or more times) In which cities or towns did you buy such items in the last 3 months?				
4. Why did you not but this (these) items in your home town or city on these occasions?				
5. An important reason for this survey is to find out what kind of facilities are needed for buying the various goods and services which we have been discussing in the different cities and towns in Northern Ontario. Please tell me in which way, if at all, the facilities for buying the kind of items which we have been discussing in your town could be improved.	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved

SECTION II - ITEMS BOUGHT IN LAST THREE YEARS

	AUTOMOBILE (passenger vehicles)		TRUCK, TRACTOR, IMPLEMENTS (any motor powered "heavy" equipment)		MAJOR FURNITURE ITEMS (bedroom suites, dining and breakfast suites, sofas, coffee tables)		HOME APPLIANCES (refrigerators, stoves, washers, dryers, vacuum cleaners, electric kettles, fry-pans, blenders, etc.)	
1. How many times, if at all, in the last three months have you or someone in your household bought such items either in your home town or city or somewhere else?	________		________		________		________	
2. How many of these times were outside of your home city or town?	________		________		________		________	
3. (If "outside" one or more times) In which cities or towns did you buy such items in the last 3 months?								
4. Why did you not but this (these) items in your home town or city on these occasions?								
	Facilities		Facilities		Facilities		Facilities	
5. An important reason for this survey is to find out what kind of facilities are needed for buying the various goods and services which we have been discussing in the different cities and towns in Northern Ontario. Please tell me in which way, if at all, the facilities for buying the kind of items which we have been discussing in your town could be improved.	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved	Need Not Be Improved	Need To Be Improved

SECTION II - ITEMS BOUGHT IN LAST THREE YEARS (Cont'd)

	HOME ENTERTAINMENT (T.V., radios, hi-fi, record players, cassetes, etc.)	RECREATIONAL EQUIPMENT (boats, motors, fishing and hunting equipment etc.)	JEWELLERY ITEMS (watches, fine jewellery rings, diamonds etc.)
1. How many times, if at all, in the last three months have you or someone in your household bought such items either in your home town or city or somewhere else?			
2. How many of these times were outside of your home city or town?			
3. (If "outside" one or more times) In which cities or towns did you buy such items in the last 3 months?			
4. Why did you not but this (these) items in your home town or city on these occasions?			
5. An important reason for this survey is to find out what kind of facilities are needed for buying the various goods and services which we have been discussing in the different cities and towns in Northern Ontario. Please tell me in which way, if at all, the facilities for buying the kind of items which we have been discussing in your town could be improved.	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved	Facilities Need Not Be Improved Need To Be Improved